STRIKE

THE SOCIAL CLOUD GAMING PLATFORM.

Play. Stream. Monetize. Grow.

All in one ecosystem.

BY DOMENICO NICASTRO ● NOVEMBER '25

PROBLEM #1

Cloud gaming is fundamentally **broken.**

- No built-in retention: cloud gaming services struggle to keep users engaged.
- No social layer
- Zero creator monetization
- Fragmented and outdated user experience
- Gaming platforms treat players as consumers, not contributors
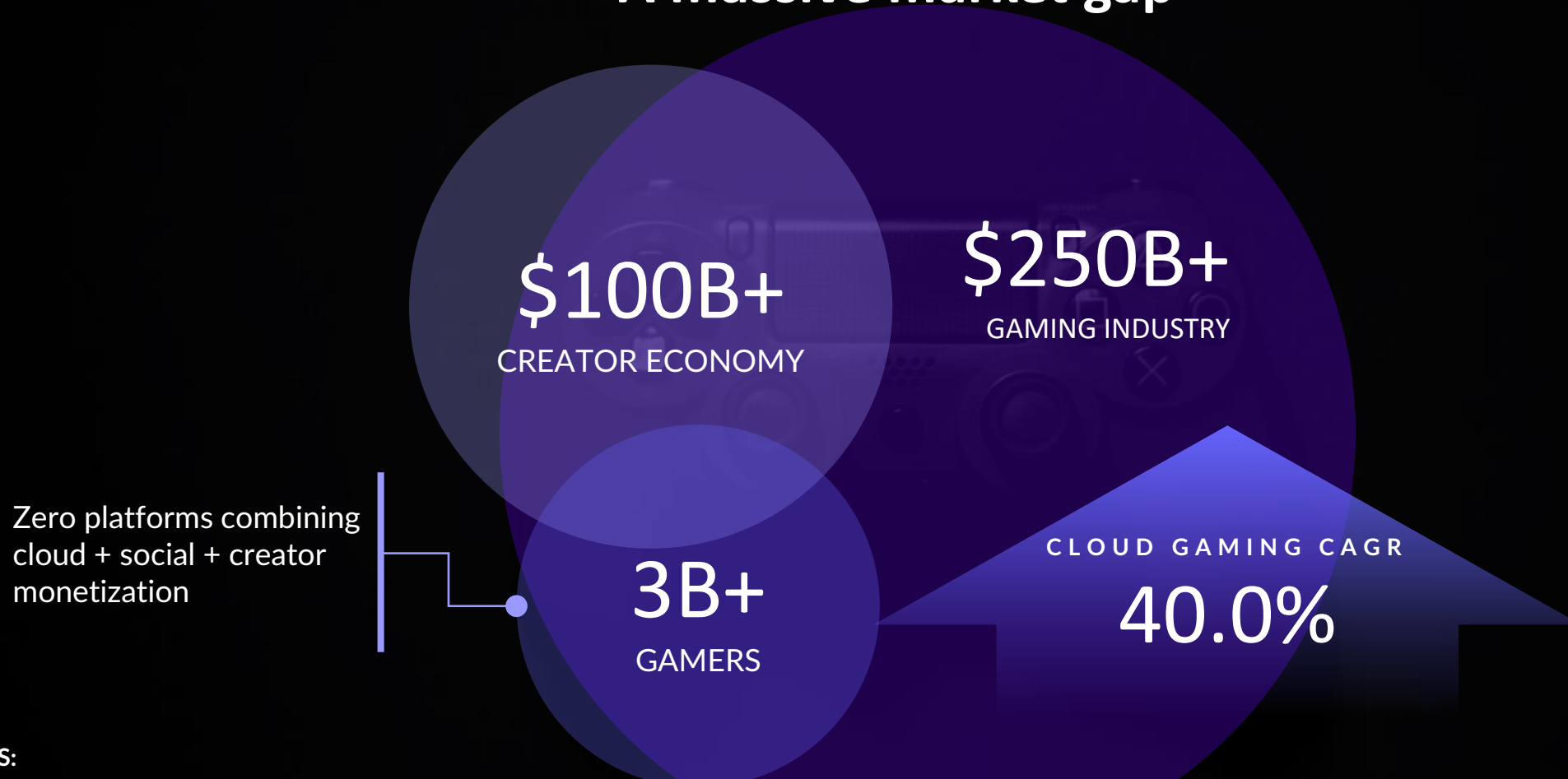
PROBLEM #2

Extreme **fragmentation.**

- **Play** → Console, PC
- **Stream** → Twitch + OBS
- **Voice chat** → Discord
- **Monetize** → Patreon
- **Get visibility** → TikTok
- **Post long-form** → YouTube

6 identities. 6 communities. 6 funnels.
No platform owns the creator.

OPPORTUNITY
A massive market gap

$100B+
CREATOR ECONOMY

$250B+
GAMING INDUSTRY

Zero platforms combining cloud + social + creator monetization

3B+
GAMERS

CLOUD GAMING CAGR
40.0%

SOURCES:
1. "The global gaming market is projected to reach $250.2 billion in 2025E." — Aldora report.
2. "The global cloud gaming market was valued at USD 3.34 billion in 2024 and is estimated to reach USD 40.20 billion by 2031, at a CAGR of 41.1%." — MarketsandMarkets report.
3. "The creator economy is estimated to be a $100 billion industry." — Antler blog (2022).
4. "The global creator economy is expected to reach $528 billion by 2030." — InBeat blog, June 2025.

WHY NOW?

- Gen Z & Gen Alpha want to CREATE, not just play
- AAA games require expensive hardware → cloud becomes inevitable
- TikTok changed content discovery forever
- No unified gaming/streaming/monetization platform exists
- Post-Stadia era created a massive vacuum
- Cloud GPUs now affordable & scalable

THE TIMING IS PERFECT FOR A NEW GAMING STANDARD.

SOLUTION

STRIKE

The first unified platform that integrates:

- High-performance cloud gaming

- Native streaming (no OBS)

- TikTok-style social feed

- Built-in voice/community (Discord replacement)

- Creator monetization

- Competitive tournaments

- Fast, bold, next-gen UI

BUILT FOR THE FUTURE.

The next decade of gaming will be:
- Cloud-native
- Social-first
- Creator-driven
- Device-agnostic
- Instant-play
- Short-form oriented

STRIKE IS BUILT FOR WHERE GAMING IS INEVITABLY GOING,
NOT WHERE IT HAS BEEN.

PRODUCT (User Flow)
The Unified Gaming Experience

1. ISTANT ACCESS

User enters Strike and immediately sees a **unified gaming hub** that merges all their platforms in one place:

- Steam, Epic Games, Xbox Cloud Gaming, Luna, and others
- Creator-recommended content: live streams, top viral clips, trending creators.
- Curated cloud-optimized games

One single interface:
Every game, every platform, one dashboard.

2. ONE-CLICK CLOUD GAMING

A single click launches a GPU-powered session.
No downloads. No installs. No updates.
Instant play — across any device.

3. NATIVE STREAMING

Strike enables creators to go live **instantly**, even while they're playing.
No OBS. No setup.
No learning curve.
With **one single button**, any player can start streaming in real time to the built-in social feed — without leaving the game and without external apps.
Streaming becomes as simple as playing. And every player becomes a potential creator.

4. VIRAL DISCOVERY FEED

Gameplay moments appear instantly in the TikTok-style feed, powered by the **Proprietary Optimization Engine**, maximizing visibility and engagement.

PRODUCT (USER FLOW)
The Unified Gaming Experience

5. CREATOR MONETIZATION BUILT-IN

Fans can tip, subscribe, and follow creators directly inside the platform.
No Patreon, no links, no external funnels.

6. COMPETITIVE TOURNAMENTS

Strike includes native competitive tournaments and events:

- Community tournaments
- Creator-hosted challenges
- Competitive ladders

Tournaments feed directly into the social layer, generating more clips, more engagement and more creator visibility.

7. AUTO-GROWTH LOOP

MORE VISIBILITY → MORE FOLLOWERS → MORE MONETIZATION → MORE CREATORS JOINING → MORE CONTENT → MORE GAMEPLAY.

8. EVERYTHING IN ONE PLACE

Strike replaces the entire fragmented gaming ecosystem. No separate platforms for:

- Playing games: Steam, Epic Games, Xbox Gaming Cloud, Ubisoft Connect, others
- Streaming: Twitch + OBS, Streamlabs, YouTube Live
- Voice & Community: Discord, TeamSpeak, Guilded
- Monetization: Patreon, BuyMeACoffee, Ko-fi
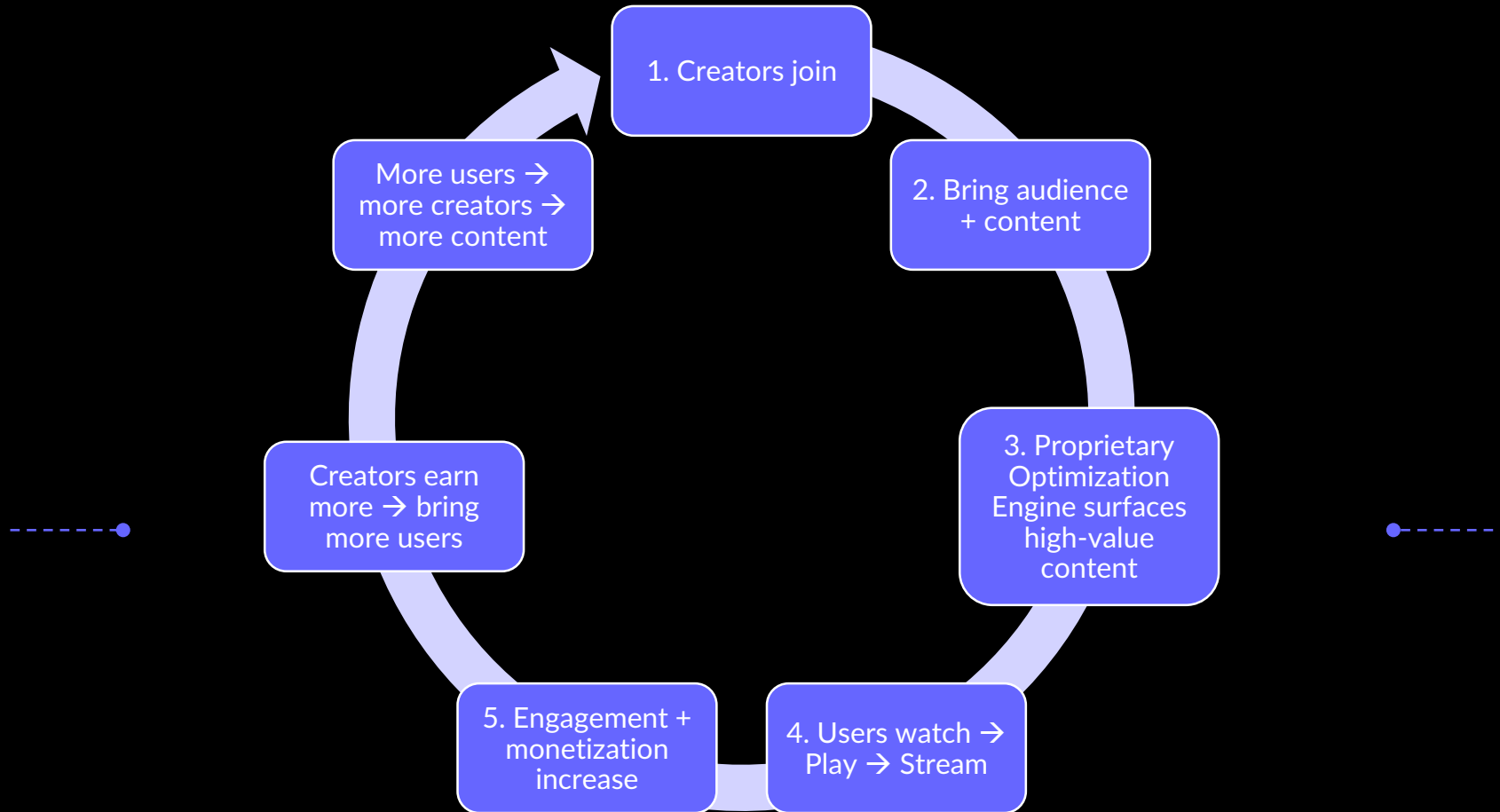- Content & Visibility: TikTok, YouTube, Instagram Reels, Facebook

DIFFERENTIATION

Strike ≠ Cloud Gaming

Strike = Social + Gaming + Streaming + Monetization + Recommendation Engine.

No competitor offers a unified creator-driven gaming ecosystem.

THE STRIKE FLYWHEEL

COMPOUNDING GROWTH THROUGH A SOCIAL DISCOVERY FLYWHEEL — A MODEL FUNDAMENTALLY DIFFERENT FROM TRADITIONAL CLOUD GAMING PLATFORMS.

MONETIZATION ENGINE

Strike monetizes across **three verticals** — each amplifying the others through network effects.

1. PLAYERS (B2C)

Recurring + transactional revenue:

- Premium subscription ($14.99)
- Season Pass
- Light ads for free users
- Strix-Coins (tips, boosts, in-app purchases)
- Tournament Entry Passes (buy-in entry, premium brackets, special rewards, ranked events)

Predictable recurring revenue + high-margin virtual economy.

2. CREATORS (B2C2B)

The growth engine:

- Up to 30% revenue share
- Tips & donations
- Asset marketplace (emotes, overlays, cosmetics)
- Future: Strix-Token staking & rewards
- Sponsorship & branded events

Creators drive virality, reduce CAC and increase ARPU.

3. INFRASTRUCTURE (B2B)

Enterprise-grade revenue with high margins:

- Licensing for publishers
- White-label cloud gaming solutions
- Esports & brand partnership integrations
- API access for cloud distribution

A scalable infrastructure layer powering publishers, brands, and gaming ecosystems.

THREE REVENUE PILLARS — B2C, B2C2B, AND B2B — REINFORCING EACH OTHER THROUGH A UNIFIED GAMING, STREAMING, AND CREATOR ECONOMY.

PROPRIETARY OPTIMIZATION ENGINE

The economic engine behind the platform.

OPTIMIZES IN REAL-TIME:

- **Engagement**
- **Retention**
- **Free → Premium conversion**
- **Creator revenue**
- **Coins spending**
- **Session duration**
- **GPU utilization (revenue driver)**
- **Creator ranking**
- **Viewer-to-player conversion**

A VIRAL DISCOVERY ENGINE OPTIMIZED FOR GAMEPLAY, CLIPS AND LIVE STREAMS.

COMPETITION

	Nvidia GeForceNow	Xbox Gaming Cloud	Amazon Luna	Playstation Cloud	STRIKE
Social feed (short-form, viral discovery)	✕	✕	✕	✕	✓
Native streaming (no OBS, instant)	✕	✕	✕	✕	✓
Creator monetization built-in	✕	✕	✕	✕	✓
Integrated libraries (Steam, Epic, Xbox, etc.)	✓	✕	✕	✕	✓
Unified social + gaming + streaming platform	✕	✕	✕	✕	✓
Built-in community (Discord-like)	✕	✕	✕	✕	✓
Creator-first ecosystem	✕	✕	✕	✕	✓
Competitive tournaments & events natively integrated	✕	✕	✕	✕	✓
True growth flywheel	✕	✕	✕	✕	✓

GO-TO-MARKET

1. CREATOR FOUNDER PROGRAM

- 200 Creator Founders + each with 200 exclusive invite codes for gamers (40.000 high-quality early users)
- Exclusive tournaments and early-access events
- First viral loops activated through creator-driven content
- Revenue share upside reserved for founding creators
- Featured placement across the platform
- Premium creator tools (analytics, editing, boosters)

**Creators become the acquisition engine.
CAC approaches zero.**

2. SOCIAL-FIRST POSITIONING

The new home for gamers.
Not hardware. Not cloud.
A platform built for:

- discovery
- streaming
- monetization
- growth

Attracts creators before players, ensuring content supply.

3. HIGH-DEMAND GAME PORTFOLIO

- Multi-platform integration
- free-to-play games
- trending titles
- creator-picked games

Ensures instant engagement and fast onboarding.

4.BUILT-IN VIRALITY

Every gameplay moment instantly becomes:

- a clip
- a live highlight
- a discovery event

Thanks to the viral discovery engine.
→ organic loops → exponential user growth.

GO-TO-MARKET

5. COMMUNITY-FIRST ROLLOUT

Start with:
- closed beta (creators only)
- community tournaments
- creator-versus-creator events
- "Founders Season"

→ **Builds culture, not just users.**

6. MULTI-CHANNEL AMPLIFICATION

- TikTok + YouTube Shorts from creators
- cross-posted clips generated inside Strike
- strategic partnerships (peripherals, energy drinks, etc.)
- esports org collaborations

→ **distribution without paid ads.**

CREATORS DRIVE GROWTH. COMMUNITY FUELS SCALE.

INVESTMENT

Seed Round - MVP complete, traction to be generated post-launch.

$2M

We're raising $2M to accelerate product development and scale the creator-led growth engine.

USE OF FUNDS

CATEGORY	PER YR.
Team (outsourcing)	$300k-$500k
infrastructure, cloud & GPU Usage	$100k-$150k
Marketing & Communication	$1,0M-$1,2M
Legal + OPS	$100k-$150k

WITH THE MVP ALREADY COMPLETED, WE'RE RAISING $2M TO SCALE THE PRODUCT, ACCELERATE VIRAL NETWORK EFFECTS, AND LAUNCH STRIKE GLOBALLY

ROADMAP

STAGE 1 (Month 1-6)

TRACTION FOUNDATION (MVP → FULL PRODUCT):

From zero traction to a social-first platform with real users and creator-led activation.

- Creator Founder Program (200 creators + invite gamers)
- Social discovery feed (early version)
- Monetization tools
- Product refined through real feedback
- Beginning of viral loops (clips → feed → shares)

Outcome:
Traction ignition.
Content supply ready.
Product moves from MVP → Full Version.

STAGE 2 (Month 7-12)

PUBLIC LAUNCH & SCALING:

- Activation of network effects, user growth, and platform expansion.
- Public launch (desktop + mobile)
- Clip virality across other platforms
- Tournaments expansion (regional & open)
- Creator onboarding at scale
- Marketing push (community + performance)
- First commercial partnerships
- Strong DAU/MAU driven by feed virality

Outcome:
Fast user growth, monetization starts scaling, Strike becomes known as *the* social gaming platform.

STAGE 3 (Month 13-24)

GLOBAL EXPANSION & ECOSYSTEM BUILDING:

Transforming Strike into a global infrastructure for gaming culture.

- International expansion
- Partnerships publishers
- Co-branded events, esports
- Strix-Coin and Token utility and ecosystem growth
- Strengthening Strike's identity & culture
- Creator marketplace expansion

Outcome:
Global footprint + publisher ecosystem + long-term defensibility.
Strike becomes a cultural platform, not just a product.

TARGET METRICS

USERS:
Year 1: 300K–500K
Year 3: 1.5M–2.5M
Year 5: 5M+
From early traction → to global-scale social adoption.

CREATORS:
Year 1: 5K–10K
Year 3: 30K–50K
Year 5: 100K+
From initial creator activation → to a full creator-driven ecosystem.

MRR:
Year 1: $200K–$300K
Year 3: $1M–$2M
Year 5: $3M–$6M
From early monetization → to multi-layer recurring revenue.

ARR:
Year 1: $2.4M–$3.6M
Year 3: $12M–$24M
Year 5: $36M–$72M
From startup-level revenue → to ecosystem-level monetization.

MEET THE FOUNDER

DOMENICO NICASTRO

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Driving product, growth and platform strategy

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Thank you!
Excited to shape the next decade of gaming