



INVESTMENT PITCH DECK



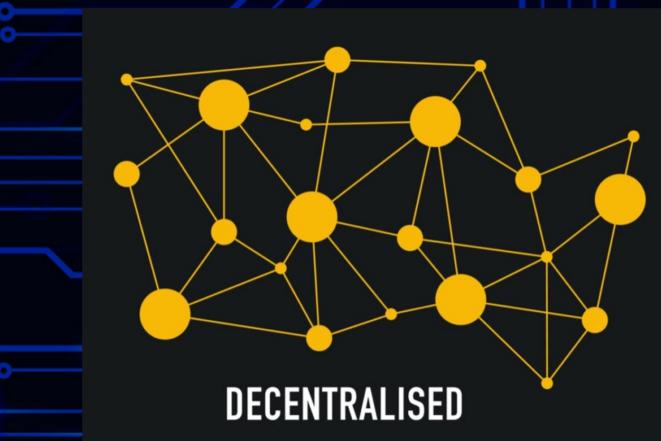
Concept Description



SDK



Royalty Fees



Decentralisation

Targeted Market : Game Developers

Leveraging their product as a method of advertising

Game
Developers

Implement NFT technology to pre-existing games

Pioneering innovative concepts to reach entirely new audiences

Potential Revenue Generation



Problem & Solution Description

Problem

- Traditional game developers (Web 2.0) are reluctant to switch to Web 3.0 because of the hassle and their lack of knowledge.

Solution

- Gamku NFT offers game developers (who don't possess much knowledge of blockchain & NFT) a SDK - Software Development Kit - allowing them to integrate and switch to NFT gaming without investing in too much time to learn the necessary skills.



Problem & Solution Description

Problem

- Traditional game developers don't know the difference between the different blockchain networks and hence don't know which one to use to develop their games.
 - Which network is the most popular?
 - Which is most convenient for the game developers?
 - Which network will still exist in the upcoming years?
 - Which one has the least problem and can work most optimally?

Solution

- Educate game developers more through marketing, conferences, and workshops.

Problem & Solution Description

Problem

- Hard to onboard consumers.
- Network clogging.

Solution

- Marketing campaign, create an engaging and informative website and social media pages.
- Create a backup server to host games when the main network is clogging.



Game Developers' Needs



User friendly
platform



Versatility



Security



Transparency



Low entrance costs

Benefits & Disadvantages for Game Developers

Benefits

- Once you get across the initial hurdle of high entrance costs, game developers and gamers receive numerous benefits
 - Launching the NFT gaming platform will be a great opportunity for entrepreneurs to make their remarkable presence in the blockchain space.
 - The transparency of the NFT gaming platform ensures security and decentralization

Disadvantages

- High entrance costs (time, investment, money)
- Steep learning curve for game developers who don't possess much knowledge of blockchain & NFT

Benefits for Gamers & Collectors

For Gamers :

- Enjoying the game while having the potential income for revenue generation
- Our platform gives players the ability to have complete control over their assets.
- The physical ownership gives more incentives to play in the game by using our platform.
- Highly secure business environment.
- Transparency and scarcity of the assets.

For Collectors :

- Ability to invest in the game by being involved in the ecosystem early and getting a grip of the game's future.
- Join a community of like-minded people and make connections and networks with new people.



Comparisons and Similar Projects



A screenshot of the Enjin X platform, showing a dashboard with sections for "Tokens", "NFTs", and "Enjin Coins". On the right, there are multiple windows displaying lists of items or assets.



MVP STAGE-JiaJun

Developer Tools

- Allow game developers to create a developer account
- Documentation for SDK
- Developer SDK

Asset Creation

- Create Asset via sdk
- Create Assets directly to out smart contracts
- Allow decentralized storage of Assets
- Allow centralized storage of assets
- Allow Developers to set royalty fees on their assets



Players

- Allow creation of player account
- Allow players to trade, auction, sell their game items
- Players external wallet link
- Allow players to mint NFT based on game verifiable moments
- Player internal Wallet

Developers

- Allow developers to apply to be verified
- Allow streamers to apply to be verified

Marketplace

- Players can list their game items for sale
- Developers can have a customizable per project storage front
- Players can list their game items for auction
- Players can list their minted NFT for sale

TECHNOLOGY USED

Smart Contracts

- Factory
- Relayer
- On-Chain Auth Manager
- Marketplace Contracts
- Protocol Subgraph

Polygon Blockchain

- EVM - based
- Fast transaction speed
- Low gas fee



Client Library (SDK)

Current target languages:

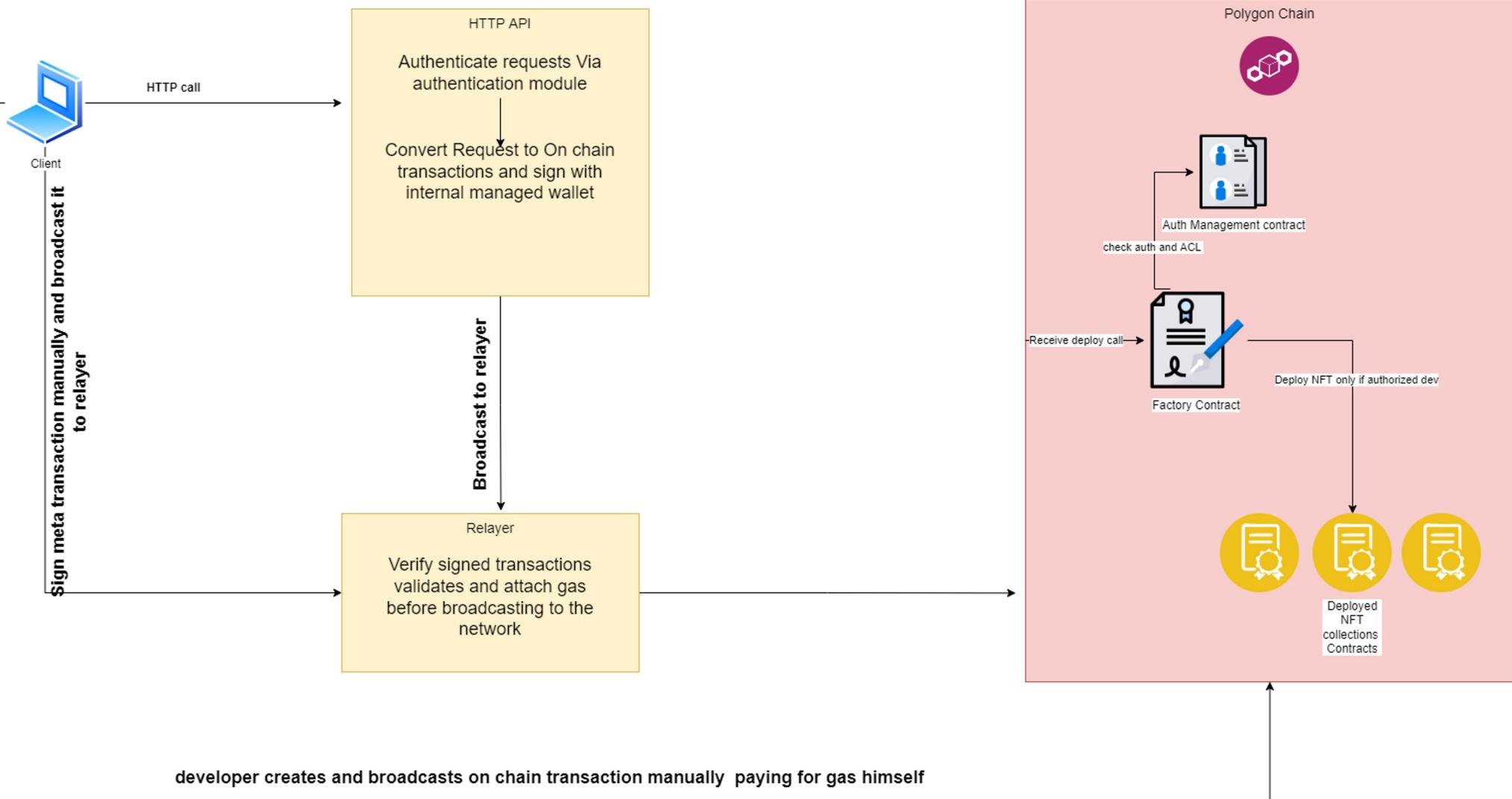
- Javascript (Web-based games)
- C++ (Unreal or other game engines)
- C# (Unity)
- Kotlin (Native Android gaming)
- Swift (iOS gaming)

HTTP API

- Authentication Module
- Internal Wallet Module
- Core API Module



GamKu Protocol Architecture



Technology Roadmap

Stage	App features and Functionalities	5	4	3	2	1
MVP stage	Developers tools Asset creation Players Developers Marketplace	allow game developers to create a developer account Create assets via sdk Create assets directly to our smart contracts Allow decentralized storage of assets Allow centralized storage of assets	Developer SDK (API) Documentation for SDK Allow creation of player account allow players to trade , auction , sell their in game items player external wallet link allow players to mint nfts based on in game assets Allow developers to apply to be verified Allow streamers to apply to be verified players can list their in game items for auction players can list their minted nft for sale	Allow developers to set royalty fees on their assets player internal wallet		
Release 1	Developers tools Asset creation Players Friends Player Profile Profile NFTs Blockchain	Create assets via https api ? ?	allow twitch streamers to convert clips to NFTs Allow players to add friends Allow players to find friends using a unique code Allow players to find friends by sharing their profile link Allow players to customize their profile Allow players to equip other NFTs as their display picture Allow players to purchase profile NFTs Allow artists to create special profile NFTs Allow artists to create special banner NFTs Allow artists to set royalties on NFTs Allow artists to sell their NFTs	Allow hybrid centralized and decentralized storage of asset allow developers to manage the tradability of assets		
Later Releases	Developers tools Inventory Management Players Matchmaking Digital Rights Management for Games Marketplace					Create specialized blockchain for this project specifically Create execution roles provide native client side for zilliqa (Zilliqa) & (Ethereum) provide native client side for solana (Solana) Name a mobile app More inventory Player inventory User inventory player internal wallet player game controller linking Allow players to create their own user via Web3Auth provider Allow players to find other players via Web3Auth provider Allow friend invite Create game controller NFTs Manage game asset use NFTs Allow game asset use NFTs Allow game membership NFTs Allow players to receive game assets from each other Allow players to transfer their games Allow game assets to be easily transferred between users



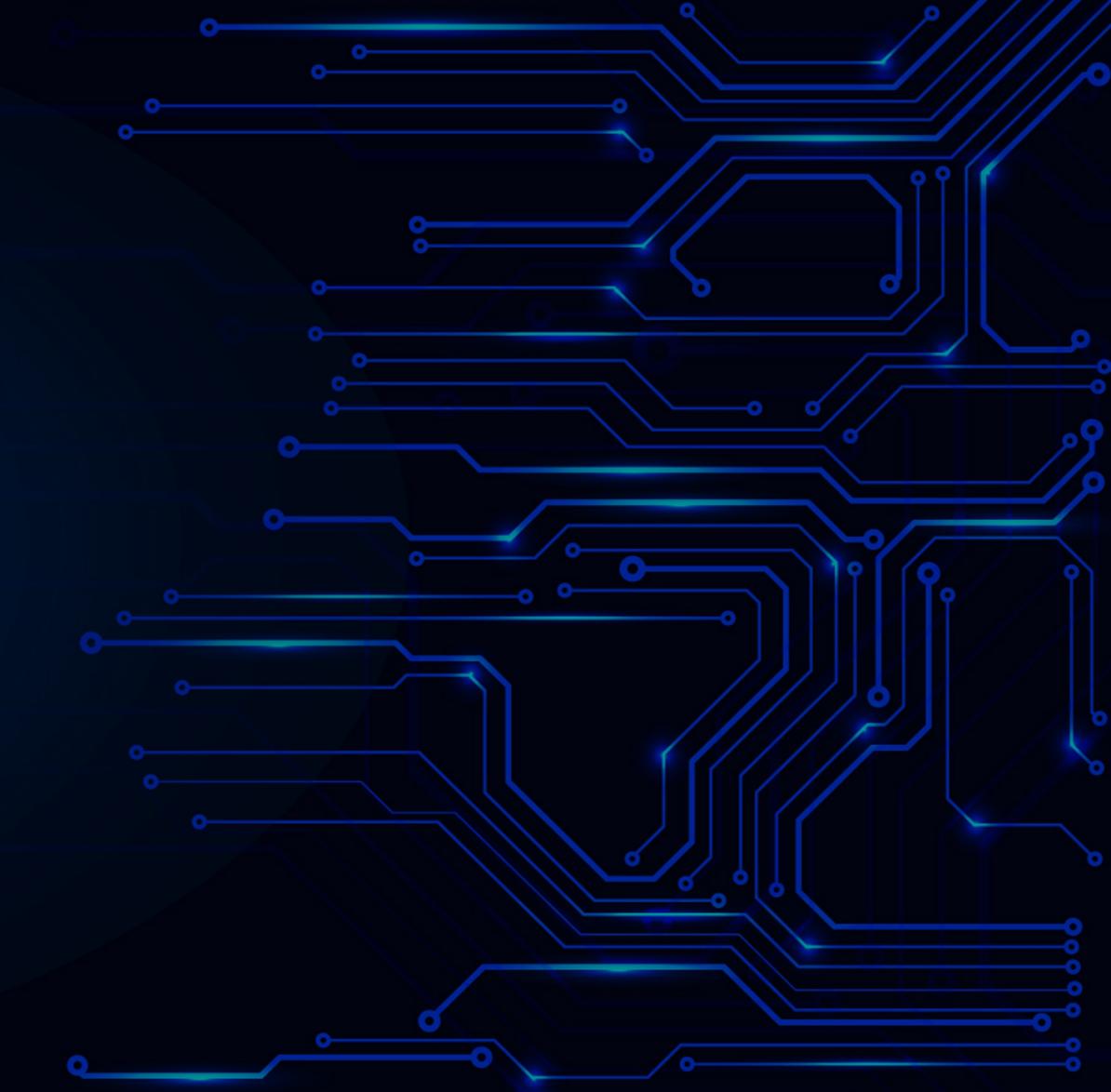
For more information: https://docs.google.com/spreadsheets/d/1U3RHmoBEI9enWC9B3-v7-dd1VIZA1_NZ4iETFEBsKlc/edit#gid=0

Revenue Stream Analysis

Different Stakeholders'

Revenue:

- Platform
- Game Developers
- NFT Owners



Platform

- Transaction Fee
- Late Minting Fee

Revenue Generation Breakdown

Game developers

- Sales of NFT items
- Royalty Fee

NFT Owners

- Staking Benefits
- Renting



Platform

Transaction Fee

- ❑ NFT trading volume (10%*12.5Billion)

*Sales Margin put on each selling items

(0.10%)

=\$1.25 Million



Assumptions:

- ❑ Considering we are a new start up company, we offer a much lower price of lower transaction fee (0.1%)
- ❑ The NFT game developed by software developers will not be traded on the traditional game selling platform like Steam due to its disconnection with the blockchain environment
- ❑ The initial Plan is to realize an estimate of ten percent (10%) of the trading volume compared with Opensea marketplace after launching the platform
- ❑ We refer to all targeted customer groups including but not limited to traders, NFT artists, NFT collectors, game developers, gamers

Platform

Lazy minting Fee

- ❑ Lazy Minting Fee of each final product(5%)

*Total gamers that are interested in NFT game industry ($10\% * 3.24\text{Billion}$)

*Penetration rate of gamers into our platform(1%)

*Average selling value of each NFT on our website(\$20)



Assumptions:

- ❑ No minting fees of NFT for the game developers
- ❑ The cost of minting would be covered by the person purchasing the NFT
- ❑ Certain percentage of all Gamers that are interested in NFT is around 56%
- ❑ Around 1% gamers will be actually going to our website to trade
- ❑ Only software developers will develop NFT on the website
- ❑ NFT value traded is around \$20 since more than 50% is less than 200 and most of our targeted gamers is focused on teenagers and children who play the NFT games
- ❑ We take an average of minting fee charged by main website including Openseas, Rarible, Nifty Gateway, SuperRare, and foundation app

Game developers

Sale of NFT items

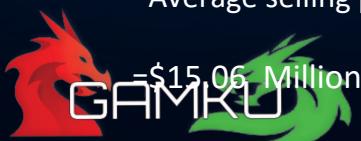
- Total software developers globally(26.9Million)

*Percentages of software developers that interests in minting NFT(28%)

*Actual percentage of software developers that will finally develop and choose to trade NFT in our website(10%)

*Average number of NFT each software engineer would like to develop(1 unit per each)

*Average selling price of NFT(\$20)



Assumptions:

- Each software developer that displays interest in game industry will develop one NFT
- Around 28% of software developers has displayed interest in NFT gaming industry
- Each developer can approximately develop one NFT in average
- Each NFT developed will be traded
- The value of NFT is \$20
- 10% of software developers will finally develop and trade NFT in our website

Game developers

Royalty Fee

- Approximately at least 2.5% of NFT royalty fee to original creators(2.5%)

*The reselling frequency of the same NFT be exchanged created by the original author(At least once)

*Average value of NFT(\$20)*Number of NFT created by the software

developers(30%*26.9million*1)



Assumptions:

- Each software developer that displays interest in game industry will develop one NFT
- We targeted our main customer segment and all software developer's population to all age gamers and developers globally
- The reselling frequency of the same object created by author will be 2
- Each NFT creator's product will be resale at least once
- Average NFT value is assumed by set price by \$20
- The average royalty for the collection creator is 2.5% of each sale items referring to Opensea, while the maximum amount is 10%

NFT Owners

Staking Benefits

- NFT Owners(0.36Million)

*Average NFT value(\$20)

*Staking benefits (10% per year)

=\$0.72 Million



Assumptions:

- Every NFT holders will lock their assets in DeFi platforms to receive rewards
- Each NFT owners will own at least one NFT
- Each NFT will be staked after owning it and all of them are qualified for staking
- Each NFT value is around \$20
- We use an approximate 10% staking rate of each NFT value in industry

NFT Owners

Leasing NFT

- ❑ NFT value(\$20 each)

*Rental Fee percentage of each NFT(0.20% each day)

*NFT owners(0.36million)

*Rental frequency for each product(1 time per day
per each person)

*NFT that is now currently in hand for each owner(1
in average)

Total Revenue daily=\$0.014Million Per day



Assumptions:

- ❑ The rental fee annually is 10% of the selling price of NFT
- ❑ Average NFT value is \$20
- ❑ Each NFT will be rented at least once
- ❑ Each NFT owners has at least one NFT in hand
- ❑ Each NFT will be leased only one time during a certain period
- ❑ No collateral fee be initially become paid
- ❑ Rental duration is set on an average basis of one day period at one time

Cost Structure And Estimated Costs

Categories	Estimated Costs (\$)
UX/UI development	1,575
Authorization and security	2,800
Resources and user profiles	1,575
Home page	3,150
Search and filters	3,625
Product page	1,575
Review & ratings	1,750
Shopping cart	1,825
Payments	1,575



Cost Structure And Estimated Costs (Continued)

Categories	Estimated Costs (\$)
Notifications	1,225
Ethereum incorporation	3,625
NFT management	3,550
Inventory management	1,575
Buyer panel	2,375
Author panel	4,950
Admin panel	3,213
Total cost	39,963



INVESTMENT REQUIRED

- The minimum startup costs for a NFT marketplace: \$12
- The maximum startup costs for a NFT marketplace: \$27,209
- The average startup costs for a NFT marketplace: \$13,936

Office Space Expenses

Cost	Requirement
Rent	Optional
Utility Costs for Office Space	Optional
WiFi & Internet	Optional



USE OF FUNDS - MARKETING

- Customer Research & Surveys
- Affiliate Marketing Commission & Fees
- Influencer Marketing
- Social Media Ads
- SEO
- Printing Press



USE OF FUNDS - TECHNOLOGY

- File Hosting Service
- Email marketing tool
- Accounting & Invoicing Software
- Project Management Software
- Internal Communication Tool
- Design Programs & Software
- IT Support
- Social Media Management Tools
- Payroll Software

Website:

- Domain Name
- Web Operations



TIMELINE

Stage	Expected Term
I MVP Stage	4-6 months for completion 1+ years for return
II Release 1	1-6 months for completion 1+ years for return
III Later Release	1-6 months for completion 1+ year for return



EXIT SCENARIOS—ACQUISITION

- 2022 March 24th, Google-backed Glance acquired gaming platform Gambit in NFT push
- 2022 April 25th, OpenSea acquired Gem to invest in 'Pro' Experience
- 2022 June 21st, Uniswap Labs acquired Genie
- 2022 June 22nd, eBay acquired NFT marketplace KnownOrigin

Possible Acquirers

- Meta
- Microsoft (Xbox)
- Electronic Arts
- Sega
- Square Enix
- Ubisoft

