30 Minute online call - James Wong and Mark koh - Monday, December 30, 2024

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Date & Time:	Mon, Dec 30, 2024, 6:30 PM - 7:00 PM
Meeting link:	https://meet.google.com/rci-uhnz-sne
Location:	"google_meet"
Participants:	Mark Koh gilang@khuga.io + 9 more

Booking title: 30 Minute online call

Book me for 30 mins for Google meet.

Location: "google_meet"
...

Action Items

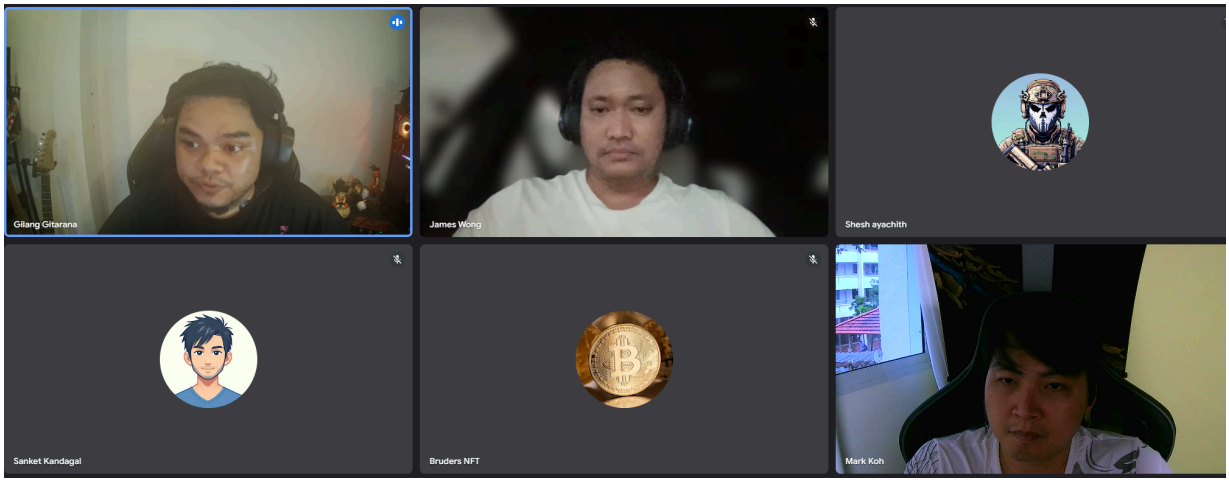
Notes

- porting it - without knowledge

khuga is on mobile
khuga is on a mobile ip

one game is built on saakuru and just announced

started mint in 2023 = nft collection
IP based company.
run company for 3 years



strong community from nft

IP business and then main market is web3
khuga is intending to licensing the ip

most holders are USA and Australia
indonesian users are 1% of holders

community manager is based in LA

THE NFTs

About Khuga NFT
Khuga NFT
launched in January 2023 and sold out during bear market
5555 collections
245 traits
55 legendary skins
Mint price : 0.02 ETH
ATH Floor price: 0.12 ETH
675 ETH total volume

Magic Eden, opensea, blur

out of the 5555 original collection, 55 are legendary
https://opensea.io/collection/khuga-by-khuga-labs?search[sortAscending]=false&search[stringTraits][0][name]=Legendary&search[stringTraits][0][values][0]=Bat%20Runner&search[stringTraits][0][values][1]=Berserker&search[stringTraits][0]

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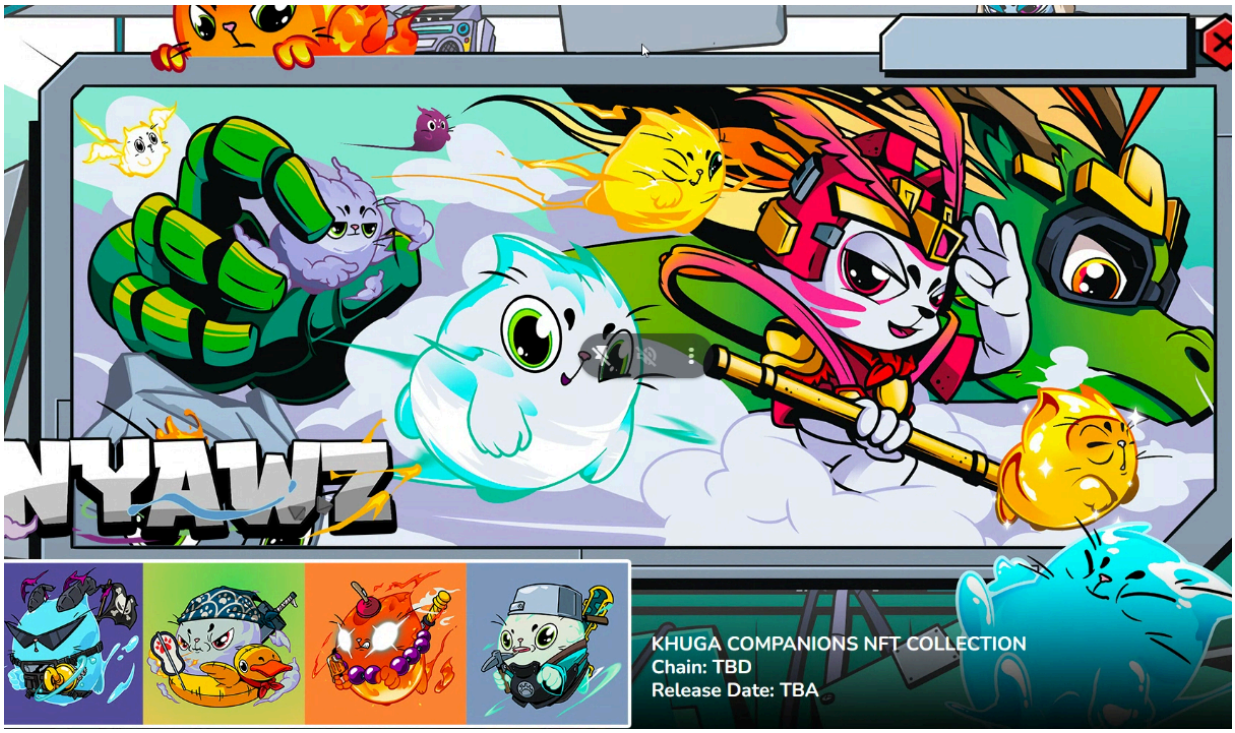
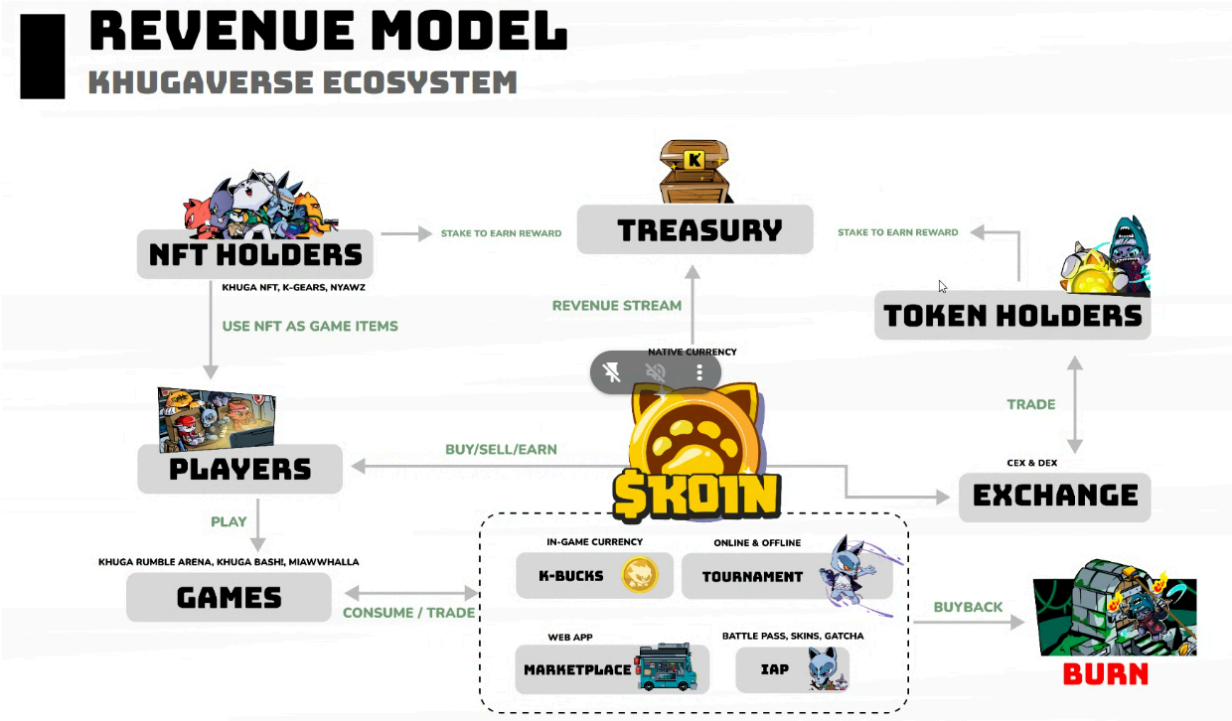
Next collection is planned: NYAW

cats have "9 souls" with different elements



secondary collection



REVENUE MODEL
KHUGAVERSE ECOSYSTEM
NFT HOLDERS
KHUGA NFT, K-GEARS, NYAWZ
STAKE TO EARN REWARD
TREASURY
STAKE TO EARN REWARD
TOKEN HOLDERS
TRADE
CEX & DEX
EXCHANGE
BUYBACK
BURN
NATIVE CURRENCY
$KOIN
REVENUE STREAM
BUY/SELL/EARN
PLAYERS
USE NFT AS GAME ITEMS
PLAY
GAMES
KHUGA RUMBLE ARENA, KHUGA BASHI, MIAWWHALLA

CONSUME / TRADE
IN-GAME CURRENCY
K-BUCKS
ONLINE & OFFLINE
TOURNAMENT
WEB APP
MARKETPLACE
BATTLE PASS, SKINS, GATCHA
IAP
NFT = playable skin in the game
nft = can stake to earn rewards, revenue stream

8-14% of protocol revenue is going to the stakers
buy back and burn, 8 - 14% revenue.

Kbucks = offchain coin.
Koin is the native token

open to offchain players to purchase kbucks (with fiat)

The Battlepass

Battlepass has 3 tiers
free to play players
tier 2: purchasers from web2
tier 3: purchasers from web3 (invested in battlepass in koin)

tradable skins (SBT)

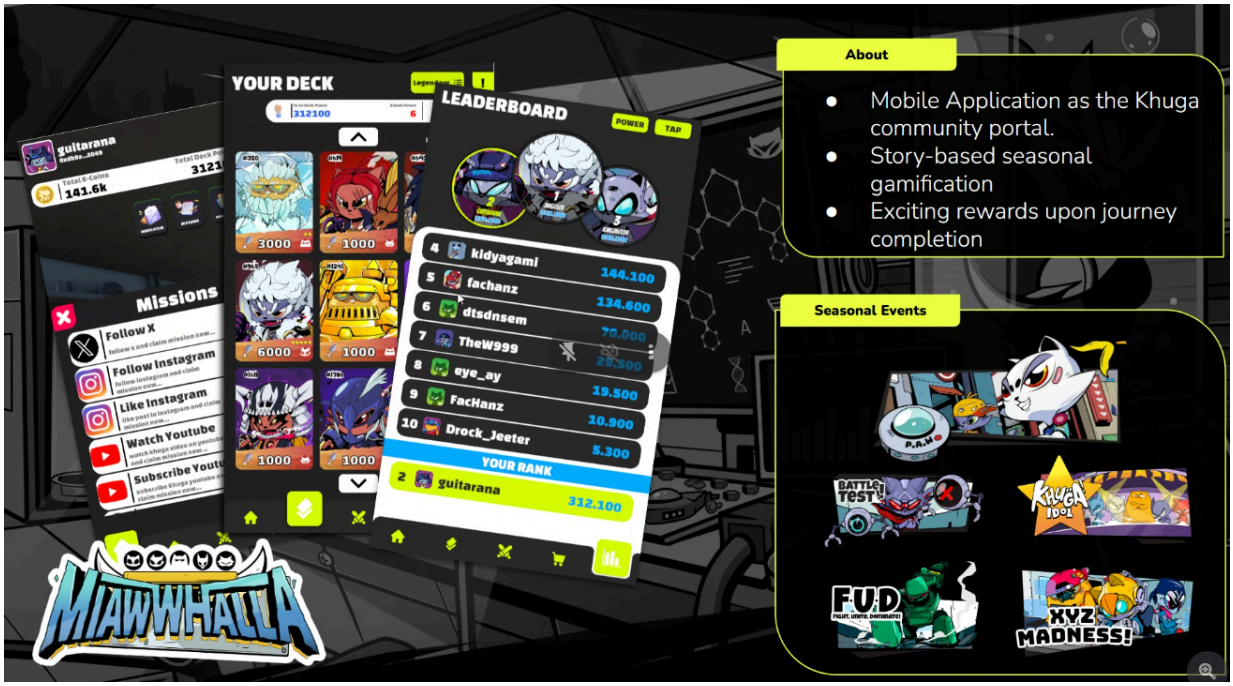
Battle pass is seasonal.
How many days to earn the skins are limited, or levelling to a specific levelling.
seasonal skins. Only from the market place
secondary purchase from other players will become relevant after the season ends.

Treasure

tradable in khuga, not in genshin
items dont have in-game effects: only cosmetic

- [x] ~~Introduce nick stamatiou ip advisor~~

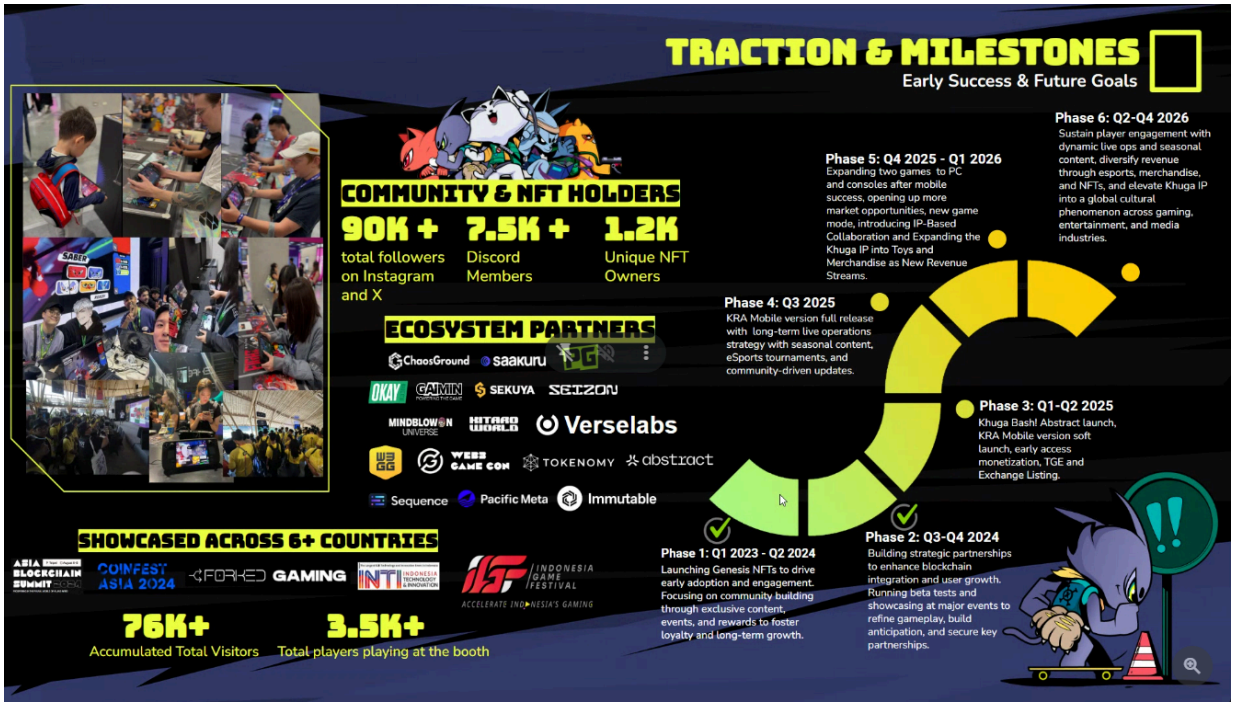
Trading card game - Miawwhalla



its a tap

- [ ] Introduce Khuga to animart

roadmap

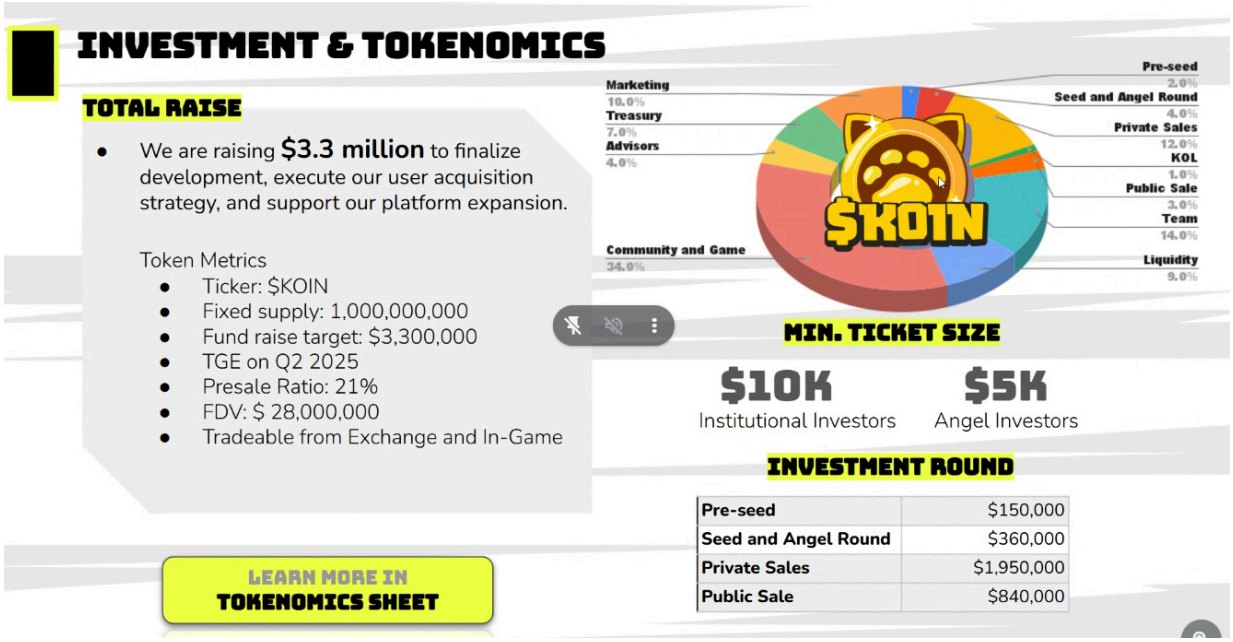


TRACTION & MILESTONES
Early Success & Future Goals
COMMUNITY & NFT HOLDERS
90K +
total followers on Instagram and X
7.5K +
Discord Members
1.2K
Unique NFT Owners
ECOSYSTEM PARTNERS
ChaosGround
saakuru
OKAY
GAMIN
SEKUYA
SEIZON
MINDBLOW ON UNIVERSE
HITARO WORLD
Verselabs
WEB3 GAME CON
Sequence

Pacific Meta
TOKENOMY
abstract
Immutable
SHOWCASED ACROSS 6+ COUNTRIES
ASIA BLOCKCHAIN SUMMIT
COINFEST ASIA 2024
FORKED GAMING
INTI
INDONESIA TECHNOLOGY & INNOVATION
INDONESIA GAME FESTIVAL
ACCELERATE INDONESIA GAMING
76K+
Accumulated Total Visitors
3.5K+
Total players playing at the booth
Phase 1: Q1 2023 - Q2 2024
Launching Genesis NFTs to drive early adoption and engagement.
Focusing on community building through exclusive content, events, and rewards to foster loyalty and long-term growth.
Phase 2: Q3-Q4 2024
Building strategic partnerships to enhance blockchain integration and user growth.
Running beta tests and showcasing at major events refine gameplay, build anticipation, and secure key partnerships.
Phase 3: Q1-Q2 2025
Khuga Bash! Abstract launch, KRA Mobile version soft launch, early access monetization, TGE and Exchange Listing.
Phase 4: Q3 2025
KRA Mobile version full release with long-term live operations strategy with seasonal content, eSports tournaments, and community-driven updates.
Phase 5: Q4 2025 - Q1 2026
Expanding two games to PC and consoles after mobile success, opening up more market opportunities, new game mode, introducing IP-Based Collaboration and Expanding the Khuga IP into Toys and Merchandise as New Revenue Streams.
Phase 6: Q2-Q4 2026
Sustain player engagement with dynamic live ops and seasonal content, diversify revenue through esports, merchandise, and NFTs, and elevate Khuga IP into a global cultural phenomenon across gaming, entertainment, and media industries.

Go to market
relying heavily on Abstract as copromoter / partner

Investment



INVESTMENT & TOKENOMICS
TOTAL RAISE
We are raising $3.3 million to finalize development, execute our user acquisition strategy, and support our platform expansion.
Token Metrics
Ticker: $KOIN
Fixed supply: 1,000,000,000
Fund raise target: $3,300,000
TGE on Q2 2025
Presale Ratio: 21%
FDV: $28,000,000
Tradeable from Exchange and In-Game
Marketing
10.0%
Treasury
7.0%
Advisors
4.0%
Community and Game

34.0%
Pre-seed
2.0%
Seed and Angel Round
4.0%
Private Sales
12.0%
KOL
1.0%
Public Sale
3.0%
Team
14.0%
Liquidity
9.0%
$KOIN
MIN. TICKET SIZE
$10K
Institutional Investors
$5K
Angel Investors
INVESTMENT ROUND
Pre-seed
$150,000
Seed and Angel Round
$360,000
Private Sales
$1,950,000
Public Sale
$840,000
LEARN MORE IN
TOKENOMICS SHEET
james was the one presenting
250k soft commitment
most of the VCs - they are already over exposed for gamefi