

## PITCH DECK

# Introduction

**Game Title:** Upside Vault

**Inspiration:** Fusion of Stranger Things and Money Heist themes.

**Platform:** Telegram mini-app.

**Levels:** Over 30 engaging levels with a variety of monsters.

**Premise:** Tapping game where users defeat monsters, earn mini coins, and unlock chests.

# Market Trend

**Popularity of Mini-Apps:** Growing engagement on platforms like Telegram.

**Tapping Games Surge:** Notable successes include:

**Not Coin** – Listed on Binance.

**Hamster Kombat** – 100 million tappers in 2 months.

**Tap swap** – 10 million users in 1 month.

# Business Model

**Entry:** Free-to-play with optional in-game purchases.

## Revenue Streams:

- In-app purchases.
- PR Media services.
- Play-to-Earn (P2E) features.
- Peer-to-Peer (P2P) trading.
- Launchpad for new projects.



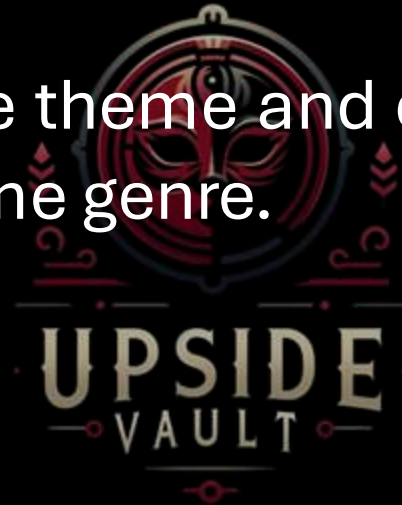
# Marketing and Sales Strategy

- **Channels:** Telegram, Google, Facebook ads, and influencer marketing.
- **Referral Marketing:** Encouraging user-to-user invites with rewards.



# Competition Analysis

- **Competitors:** Not coin, Hamster Kombat, Tapswap.
- **Differentiators:** Unique theme and engaging storyline that stand apart in the tapping game genre.



# Revenue Model

**PR Media Services:** Generating up to \$1.1M per year across multiple platforms.

**In-App Purchases:** Expected \$300K from 5% of user base.

**P2P Trading:** Approximately \$3.6M per year from transaction fees.

**Launchpad:** Potential \$1M from hosting projects.



# Revenue Projections

**User Growth:** 1 million users in 6 months, 10 million in one year.

## Financial Projections:

**Median Revenue:** \$1M.

**Maximum Revenue:** \$10M.

**Minimum Revenue:** \$100K.



**Total Revenue:** Anticipating a Minimum of **\$6M to \$20M** Gross revenue in 2 years



# Revenue Breakdown

## PR Media Services:

**Daily:** \$1,000 across various channels.

**Monthly:** Approximately \$80,000 (aggregating daily income across all platforms).

**Yearly:** \$1,100,000.

## In-App Purchases:

Assumes a steady rate throughout the year, projecting total yearly revenue of **\$300,000**.

## P2P Trading:

**Daily:** \$2,500 (based on \$1 per transaction and 2,500 transactions).

**Weekly:** \$75,000.

**Monthly:** \$300,000.

**Yearly:** **\$3,600,000**.

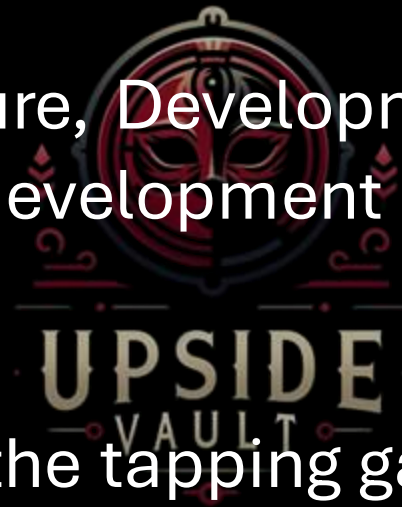
## Launchpad:

Revenue concentrated in periodic launches throughout the year, totaling **\$1,000,000** annually.



# Funding Request

- **Amount Sought:** \$100K USD.
- **Usage:** App infrastructure, Development, Operations, marketing initiatives, and further development of game features.



Join us in revolutionizing the tapping game industry with a novel approach combining popular culture and innovative game mechanics.

*Check these projects with the link below to know how they are massively gaining traction in the P2E market*

- <https://crypto.ro/en/news/hamster-kombat-hmstr-reaches-142m-users-in-77-days/>
- <https://nairametrics.com/2024/06/10/notcoin-hits-40-million-users-as-players-earn-1-5-million-from-airdrop-campaigns/>