

Chess Bit

The First-Ever Blockchain-Powered
Chess PvP Platform for Real Money

Founder: Leon | Co-Founder: Daniel

Problem Statement

- Chess as a timeless game: Millions of players, but traditional platforms lack innovation.
- No financial engagement or decentralized transparency.
- Lack of NFT and crypto integration on existing chess platforms.

Solution

- Chess Bit: A decentralized platform for PvP chess matches with real money.
- Blockchain-powered transparency with secure, tamper-proof records.
- NFT customization for personalized chess boards and pieces.

Product Features

- Real-money PvP matches.
- NFT marketplace for customizable chess pieces and boards.
- Blockchain-based ratings and rankings.
- Native cryptocurrency for seamless transactions.
- Competitive leaderboards and tournaments.

Market Opportunity

- Global gaming market: \$256.97B by 2025.
- Chess platforms like Chess.com lack blockchain integration and financial engagement.
- Target audiences:
 - Chess enthusiasts seeking real-money gameplay.
 - Blockchain and crypto enthusiasts.
 - Competitive gamers looking for real-money skill games.

Business Model

- Revenue streams:
 - Transaction fees on real-money matches.
 - Premium features: exclusive tournaments, NFT customizations.
 - NFT marketplace for buying/selling custom chess pieces.
 - Advertising and partnerships with brands.
 - Transaction fee on native crypto coin transactions.

Competitive Advantage

- Unique selling points:
 - Blockchain transparency.
 - First chess platform to offer real-money PvP matches.
 - NFT customization.
- No direct competitors combining money, chess, blockchain, and cryptocurrency.
- Strengths: Innovative product, experienced team, blockchain-backed transparency.

Go-to-Market Strategy

- Digital marketing campaigns targeting chess and blockchain enthusiasts.
- Influencer collaborations with chess and blockchain influencers.
- Community engagement through social media and referral programs.
- Freemium model to attract new users and offer premium upgrades.

Financial Overview

Category	Amount (\$)	Explanation
Freelancer Costs		
- Developer (Initial Phase)	\$40,000	Hiring a skilled developer at \$50/hour for approximately 800 hours to build the platform.
- Designer (Initial Phase)	\$20,000	Hiring a designer at \$40/hour for approximately 500 hours to create the user interface and NFTs.
Expansion Needs		
- Social Media Manager	\$15,000	Hiring a part-time social media manager at \$25/hour for 600 hours.
- Customer Support Agents (3)	\$30,000	Hiring three part-time support agents at \$15/hour for 1,000 hours each.
- Community Moderator	\$5,000	Hiring a community moderator at \$20/hour for 250 hours.
Operational Costs		
- Hosting, Domain, SSL	\$5,000	Annual costs for reliable hosting, domain registration, and SSL certificates.
- Smart Contract Audit	\$10,000	Professional audit to ensure the security and reliability of smart contracts.
- Legal Consultations	\$10,000	Legal fees for compliance, platform governance, and other regulatory requirements.
- Accountant	\$5,000	Hiring an accountant for financial management and tax compliance.
Debt Coverage		
- Existing Loan	\$30,000	Repayment of the \$30,000 loan incurred from previous ventures.
Personal Investment		
- Quitting Jobs (Opportunity Cost)	\$150,000	Raising \$150,000 to quit current jobs, for immediate operational focus for Leon and Daniel
Total	\$270,000	

Team

- - Leon (Founder): Extensive experience in project management and operations and web3.
- - Daniel (Co-Founder): Expertise in web3, gambling operations and community.
- - Future hires: Developers, customer support, community management.

Investment Offer

- Seeking \$270,000.
- 40% of profits allocated to debt repayment in year 1.
- After loan repayment, investors will receive equity and profit-sharing opportunities.
- Structured and flexible payback strategy to suit investor preferences.

Closing

- Vision for the future: A decentralized angel investment platform to support other entrepreneurs.
- Partnership opportunity: Together, we can revolutionize the chess industry with blockchain technology and finance what will change the narrative about Chess as a game and sports.