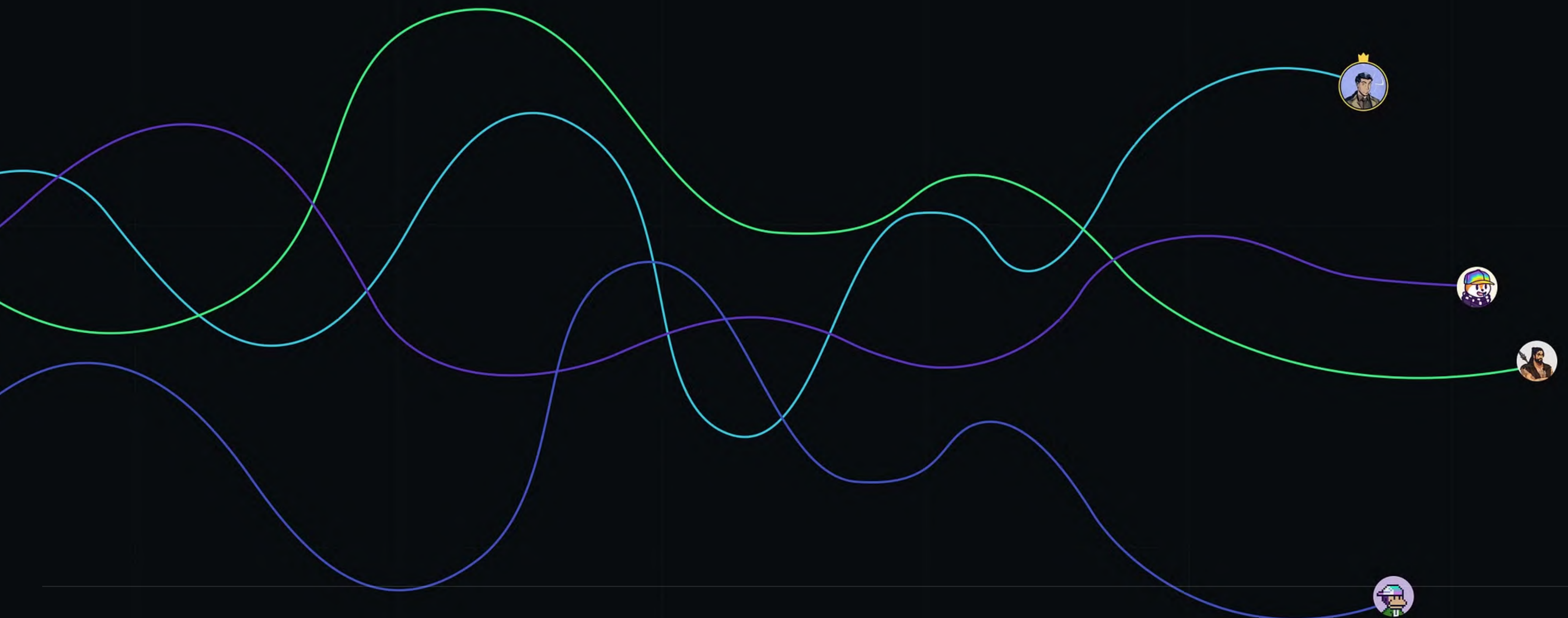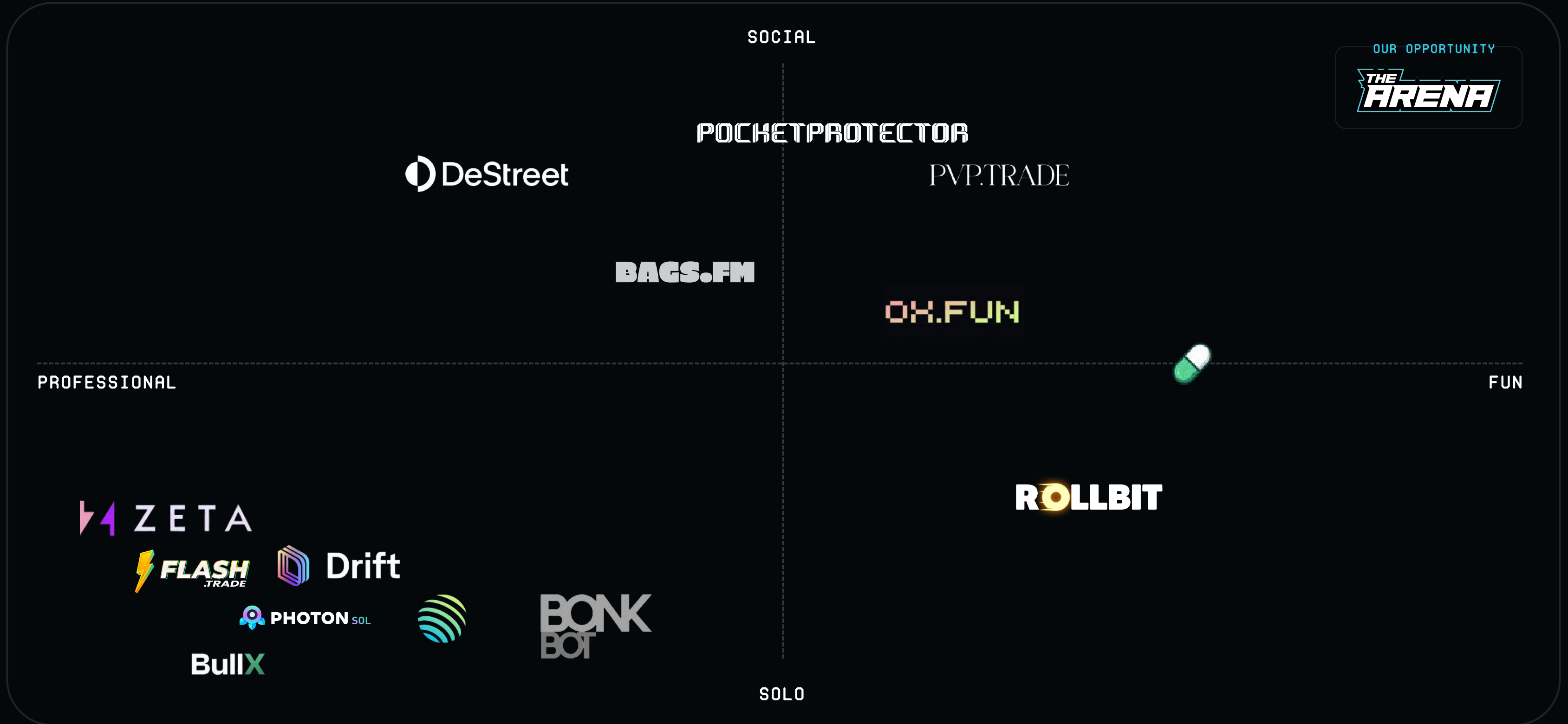# THE ARENA

A PvP Social Trading Game

COMPETE TO BECOME THE BEST TRADOOOR

Platforms today are Single Player

There is a gap in the market to make trading social and fun.

SOCIAL

POCKETPROTECTOR

DeStreet

PVP.TRADE

BAGS.FM

OX.FUN

PROFESSIONAL

FUN

ROLLBIT

ZETA

FLASH .TRADE

Drift

PHOTON SOL

BONK BOT

BullX

SOLO

Product

We reimagined trading by turning it into a
fun, social and gamified experience.

Challenge friends or queue up with
strangers. Deposit collateral. Trade
according to a specified game mode.
Best trader wins all.

The arena launches with its first game
mode First to 2x, where the first trader
to double their profits within 24 hours
wins. Following with Max Degen and Guild
Wars*.

Fun and social
trading competitions

01 QUEUE

02 TRADE

03 WIN

FINDING OPPONENT...

WAGER ⓘ	TRADING ⓘ	MODE *	TIME
$10	$50	FIRST TO 2X	24 HRS

🔗 INVITE FRENS TO JOIN

≡ 1 › ⓢ 143

PNL: +13%

BURGERBOB
+$400

OPEN DEMO

Traction

WAITLIST FOR BETA
+300 SIGN UPS

SUPERTEAMDE GRANT
3,000 USDC

TWITTER
+600 FOLLOWERS

LAUNCH IMPRESSIONS
60,000

COMMUNITIES ONBOARDED

ESTIMATED ACTIVE COMMUNITY MEMBERS: **10K**

Our market is worth 7.22 B

72.2B*

SERVICEABLE AVAILABLE MARKET

›

7.22B

SERVICEABLE OBTAINABLE MARKET

0.5% OF THE 14.44T TRADERS MARKET ARE GAMERS

CAPTURING 10% OF THE 72.2B GAMERS TRADING MARKET

Business Model

MAIN REV SOURCE

TRADE FEES

We earn a 0.1% trading fee on all user-trade volume.

>

7.22M

POTENTIAL ANNUAL REVENUE FROM SOM

FUTURE REV SOURCES

PLATFORM FEES

We charge a 3% fee on the collateral for every match played.

COPYTRADE FEES

We share 10% of the copy trade profits with lead traders

Go-To-Market Strategy

Unique Points Programme

[REDACTED]

Communities / DAOS

We offer tailored experiences to small communities and DAOs and share fees with their treasuries.

Twitter KOL Battles

We let Trader-KOLs trade against each other to determine the best trader. Fees will be shared based on generated traction.

Referrals

Users earn fees from generated volume from referrals. Fees will be claimable daily.

Roadmap

Our vision is to build a fully immersive gamified trading experience

Q4 2024 - MARKET VALIDATION

- AllianceDAO MVP Hackathon
- Community integrations
- Experiment with Game Modes
- Leaderboard & ELO rating

Q1 2025 - BUILD & ITERATE

- Match spectator betting
- Copy-trading
- Enhanced social features
- Yield bearing primitives

Q2 2025 - SCALE AND RETAIN USERS

- Viral Growth Flywheel
- Mobile App for more retention
- Onboarding through TikTok
- Video streams

THE FUTURE

Building the League of Legends for crypto trading

Drift PARTNER   LAVARAGE PARTNER

LULO   Dialect

deBridge

LEAGUE OF LEGENDS   FOR CRYPTO TRADING

Team

OG Solana builders are re-imagining the trading experience

Burger Bob
CEO & DEV

🐦 @burger606

Built Burger Game, raised $400k for
a SocialFi game with 1000 players.
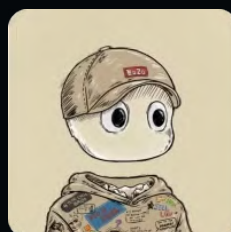1st Prize Solana Hackathon.
MSc Comp. Sci. League of Legends amateur

Dumpling
HEAD OF DESIGN

🐦 @dumpling_sol

Founded startups, first exit in 2020 (Sold our
company for $15M). Went fulltime web3 in 2021.
Worked on various projects. Built Reavers
(#1 NFT game on SOL for 3 months)

Fedoras
CTO

🐦 @fedoras_

Founded startups in Moscow
Metaplex Gaming hackathon 1st prize
Solana OG since 2021

Elcheffo
FULLSTACK DEV

🐦 @elcheffodotsol

Scaled startups
Ex. Ledger
Ex. Kraken Exchange

Goldhaxx
COO & DEV

🐦 @goldhaxx

+10 yrs exp. DevOps
+4 yrs exp. product manager
OG gamer

Kai
PRODUCT MANAGER

🐦 @kainclose

Founded Startups. Built Project Ubin and
Project Guardian, both national projects
in using blockchain for settlement of
payments, securities, and digital assets

THE ARENA

SEE YOU IN THE ARENA

The Arena is building The League of Legends for Crypto Trading

CONNECT WITH US

@THEARENADOTFUN

APPENDIX A:
FUTURE GAME MODES

FIRST TO 2X

— A free-for-all mode where numerous players trade and compete.

— First player to double their profit and loss wins the game.

— If no player doubles their profit and loss when the time is up, the players with the highest ROI wins.

   Players can terminate the game early and that would be their final result.

MAXIMUM DEGEN

— A free-for-all mode where numerous players trade and compete.

— Trade exclusively in markets with a market cap. below $100M.

— Traders have a fast-paced 30 minute window to conduct such trades.

GUILD WARS

— Guilds compete against each other in large scale trade-battles and competitions.

— This mode features a world map divided into territories that guilds can capture and control.

— Top guilds controlling the most strategic territories enjoy higher profit sharing for predictions placed on their guild wars.

APPENDIX B:
MARKET DATA

2024 CRYPTO TOTAL TRADE VOLUME:

14.44T*

BLOCKCHAIN GAMING MARKET RATIO:

3.13M** x 609M*** ≈ 0.5%

Formula: Blockchain gaming daily unique active users multiplied with number of unique cryptoassets users

TRADE VOLUME FOR GAMING TRADERS:

14.44T x 0.5% = 72.2B

SOURCES

*2024 crypto total trade volume: 14.44T - LINK

**Blockchain gaming daily unique active users: 3.13M - LINK

***Number of identity-verified cryptoassets users: 609M - LINK

THE ARENA

DETAILED PNL CHART

QUICK OVERVIEW

BALANCE
$1000

Dumpling

DUMPLING   BURGERBOB

2X

1.5X

1X

1 > 143
PNL: +13%

START   12 HOURS   24 HOURS: END

DUMPLING 👑
PNL: +42%

BURGERBOB
PNL: +21%

INVENTORY

DUMPLING   BURGERBOB

TYPE	COIN	ENTRY	BET AMOUNT	BUST PRICE	MULTIPLIER	PNL
LONG	SOL	142.3232	$100	140.3212	7X	$145 / 30%
LONG	BONK	0.0000001992	$122	0.0000001877	7X	$11 / 10%

TRADE HISTORY

CHAT [32]

BURGERBOB   3 MIN AGO
Ait broski, lets see who's the better tradooor

DUMPLING   JUST NOW
LETS GOOOO

Message   GIF

CHAT BOX

OVERVIEW   TRADE

GAME #293   PROGRESS
VS

TIME REMAINING
12H 13M 11S

MATCH NAVIGATION
TERMINATE MATCH
SWITCH VIEW

COINS TO TRADE
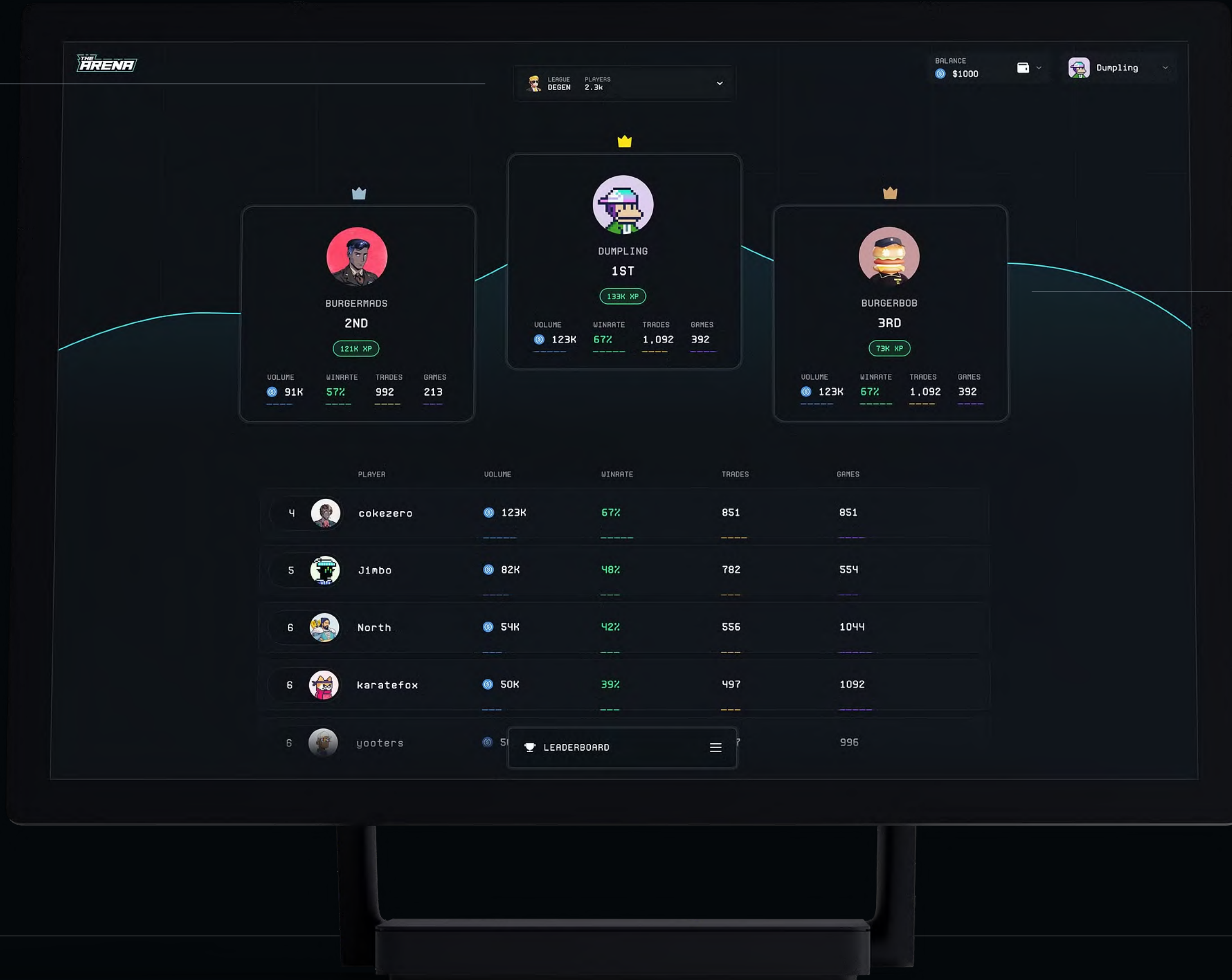
ORDER WIDGET

YOUR TRADES

APPENDIX C.2: MAIN TRADING UI
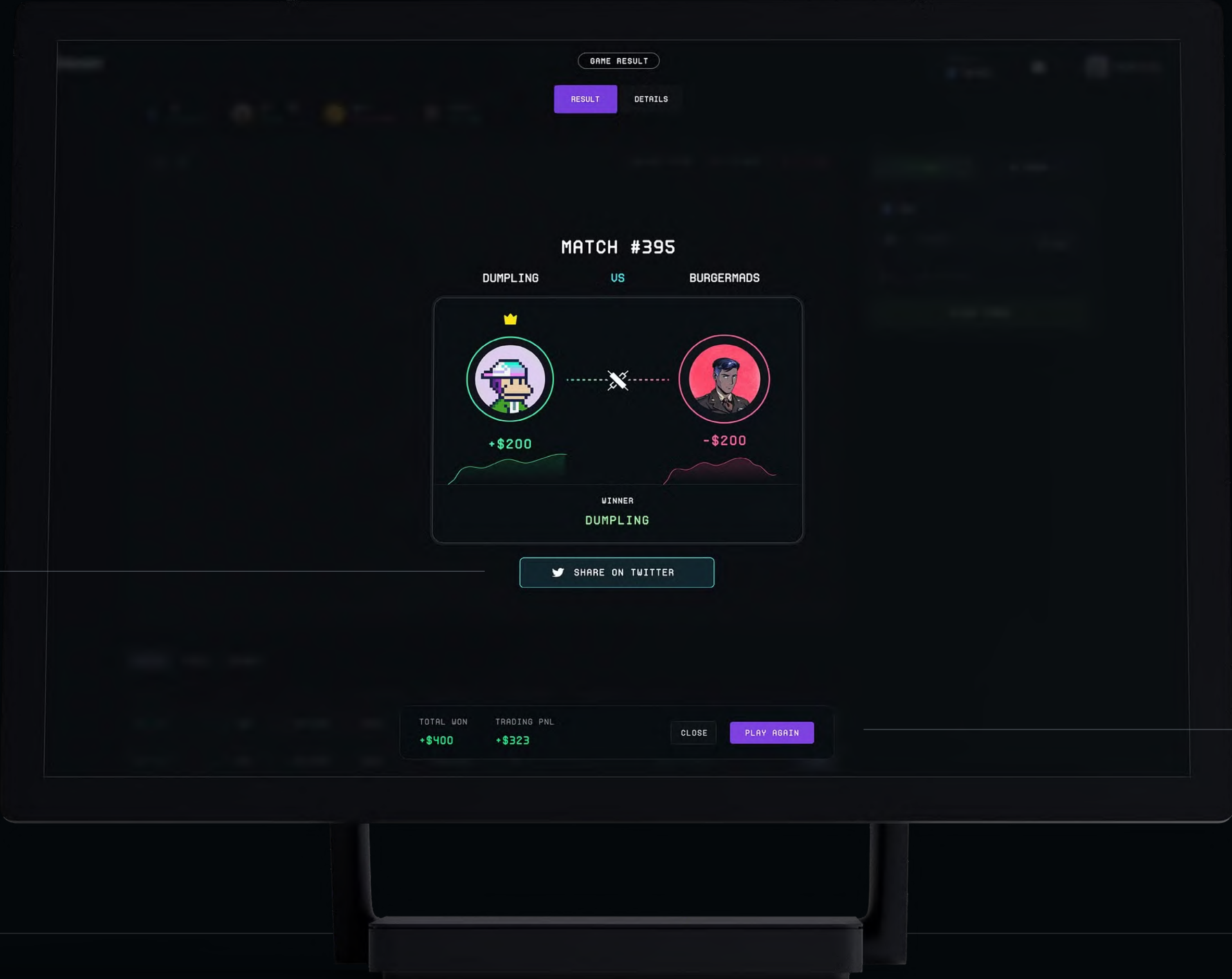
MAX FLEX

PLAY AGAIN

EXPLORE DIFFERENT
LEAGUES

FLEX YOUR
TRADING PROWESS