

A person is shown from the chest up, wearing a VR headset. They are holding a VR controller in their right hand. The background is a mix of dark blue and purple with some light blue geometric shapes. The overall mood is futuristic and tech-oriented.

# METACE

Unlocking the Value of Web3

PITCH DECK 2024

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# 01. Problem & Solution

# Crypto is still hard for Mainstream Gaming Companies

01.

## Difficulty

Traditional game studios battle with Web3 complexity

02.

## Learning Gap

Lack of Web3 adoption leads to missed innovative and revenue opportunities.

03.

## Collaboration Deficit

Missing key connections in Web3, blocking new ideas and important collaborations.

# METACE's Unique Approach

01.

## Make it Easy

Onboarding for an easy transition into the web3 space for game studios.

02.

## Unlocking Potential

Expand studio revenue streams by leveraging blockchain technology.

03.

## Decentralized Networking

Linking studios with key experts and partners.



## 02. Vision & Mission



## Vision

**In the future, every game company will navigate into Web3 seamlessly, fostering trust and innovation in a decentralized gaming world, and we envision METACE at the forefront of this transformation.**



## Mission

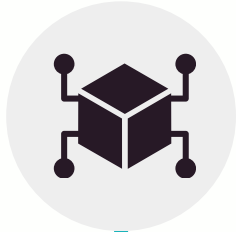
**We aim to redefine the gaming experience, by leveraging blockchain's unmatched potential.**





## **03. Business Model**

# Business Model



## Web3 Transition

Earning through expert consulting & development services for gaming studios.



## Game Revenues

A blended income from in-game ads, direct game sales, and in-game purchases, amplified by the game's success and player base growth.



## Defi Revenue

Gaining from marketplace royalties, transaction fees, and DeFi activities like staking and liquidity provisioning.



# **04. Target Customer Segments**



# Who is Our Customer?

1

eSports  
Organizations



2

Educational  
Game Creators



3

Indie  
Developers



4

Mobile Games  
Developers

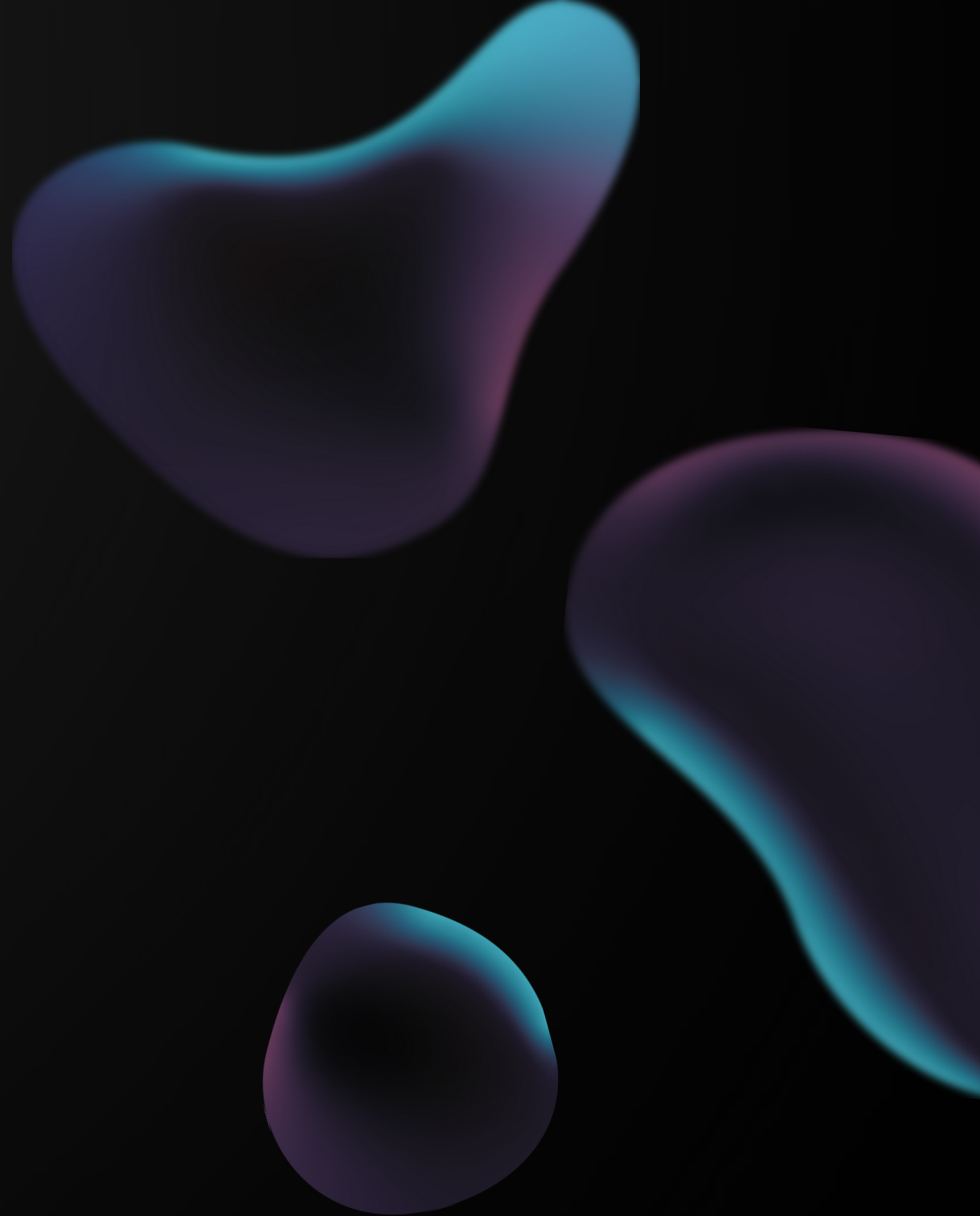


5

Traditional  
Game Studios



# 05. Commercial Development



# Our ways to get customers



## **Direct Sales**

Direct customer engagement



## **Website**

Online Engagement Hub



## **Strategic Partners**

Direct customer engagement



## **Industry Events**

Direct industry networking



## **Content Marketing**

Value-driven audience growth



## **Community Engagement**

Building loyal communities





# 06. Market Landscape



# The Global Games Market

The video game industry is estimated at **\$245 billion** in 2023, expected to grow by **53.4%** to **\$376 billion** by 2028.

Projected to grow by **39.82%**, the market volume is expected to reach **\$467 billion** by 2027, backed by 3.1 billion users.

- In 2023, more than **420 million** people are using cryptocurrency around the world.
- The blockchain market size is projected to grow from **\$17 billion** in 2023 to **\$469 billion** by 2030 **by 2658.82%**.

## The Blockchain Market Expanse



# Gaming is moving into Blockchain Gamespace

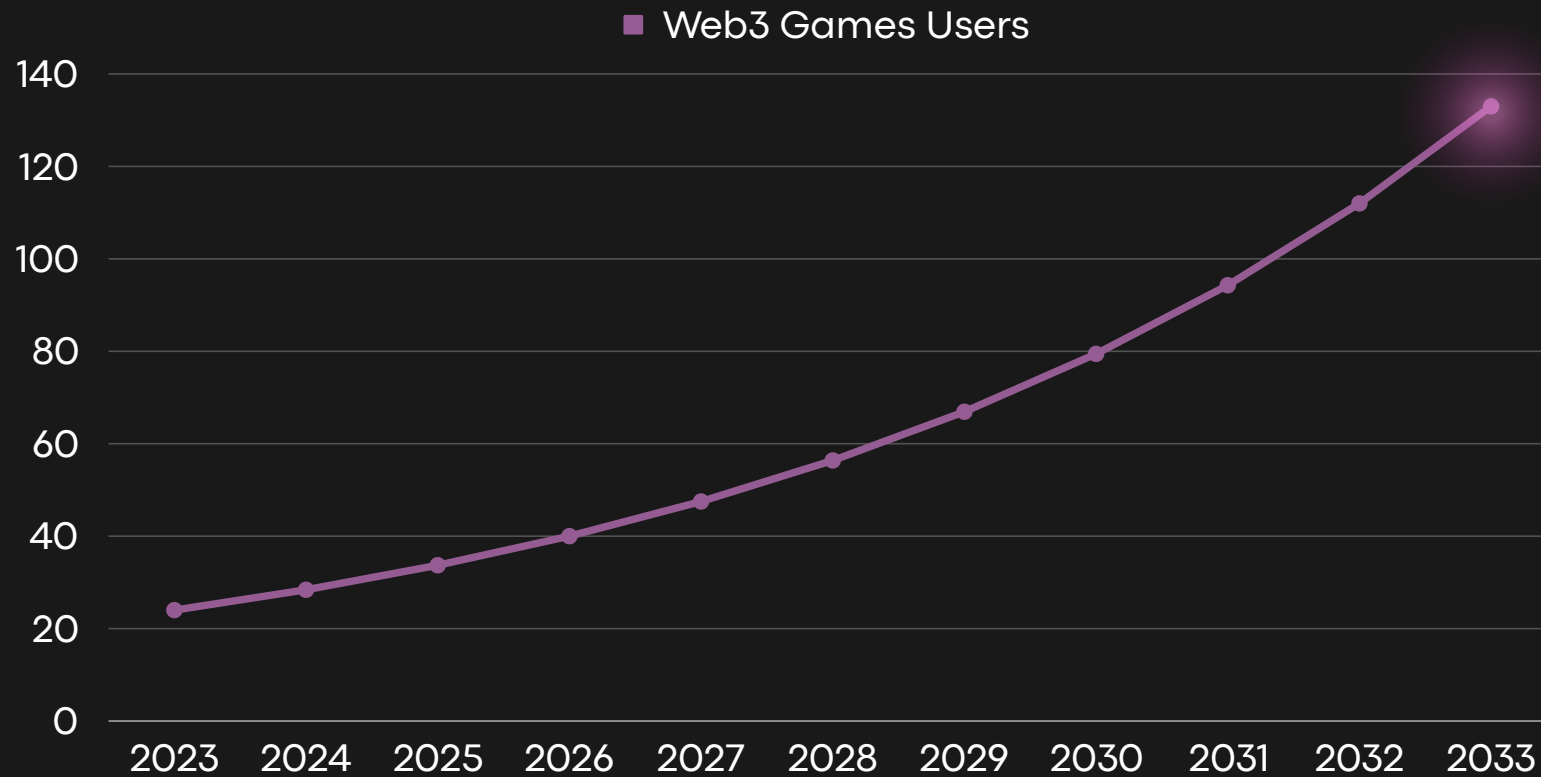
Daily average of **2.6 million** unique active players are playing in blockchain games

Blockchain virtual worlds generate **over \$6 billion in market cap** with daily crypto trading volumes **surpassing \$1.2 billion**

Source: DappRadar | CoinGecko



# Stunning Web3 Games Growth



Source for Data

According to Future Market Insights (FMI), Web3 Gaming Market Outlook (2023 to 2033)

\$24B IN 2023

**\$133B IN 2033**

**+455.27%**





# 07. Value Proposition

# Value Proposition



## Blockchain Revolution

Streamlining blockchain adoption for game studios, unlocking fresh revenue paths



## Token-Driven Revenue Opportunities

Crafting token-based economies for heightened revenue and player's engagement



## Web3 Network Mastery

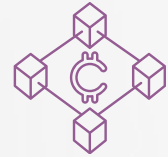
Connecting studios with leading Web3 partners for community-driven success



## Fortress Security

Ensuring products meet top-notch security and compliance standards

# Blockchain Revolution



Why is this service a Game-Changer for AR/VR companies?

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- Implementation of **blockchain** to enable player ownership of **virtual assets** and secure trade in **immersive realities**.
- Interactivity and crossover events between **AR/VR experiences** using **blockchain interoperability**.



## How do token opportunities elevate Mobile Gaming experiences?

- Integration of **utility tokens** transforming games from casual play to lucrative **Play-To-Earn (P2E)** platforms.
- **Player Involvement** through innovative **token-based rewards** and **in-app purchase alternatives**.

# Token-Driven Revenue Opportunities

# Web3 Network Mastery



How can Indie Developers benefit from this service?

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- Partnering with VCs and Launchpads (Crowdfunding), leveraging ICO, while enhancing in-game blockchain dynamics.
- Access industry-leading expertise and alliances, expanding game reach and player base.





## Why is security crucial for Traditional Game companies?

- Integration of **best-in-class security measures** to protect game economies and player data.
- Compliance with global standards, ensuring a **safe environment** for players and stakeholders.

## Fortress Security

The background is a solid dark blue/black color. It features several large, soft, organic shapes in shades of purple and teal. One large shape is in the top left corner, another is in the top right, and a large, curved shape is in the bottom right corner. There are also some smaller, fainter shapes in the bottom left.

# 08. Competition

**Company Name****Suffescom****RedPill****Blaze.tech****Invogames****Location**

USA

Worldwide

USA

Pakistan

**Core Services**

Consulting, Metaverse, GameFi, AR/VR

Metaverse, GameFi, Marketplace

dApps, Smart Contract Auditing

Game Development, Digital Twins, 3D Art

**Market Focus**

Businesses, AR/VR Enthusiasts

NFT Creators, Gambling Sites

Web3 Platforms, Enterprises

Game Studios, Web3 Platforms

**Partner Highlights**

Universal, NBC

TrainCraft

Aurora, 1iNCH

Allie The Ellie

**Strengths**

- Diverse expertise, Positive reviews, Showcased projects

- Reputable partners/clients, Active on social media

- Leading UX/UI, Notable partners, Serves enterprise

- Tailored GameFi, Expert team, Transparent costs

**Weaknesses**





- Limited Game development, Poor communication with customers

- Limited projects, Unclear partners, Low Games retention

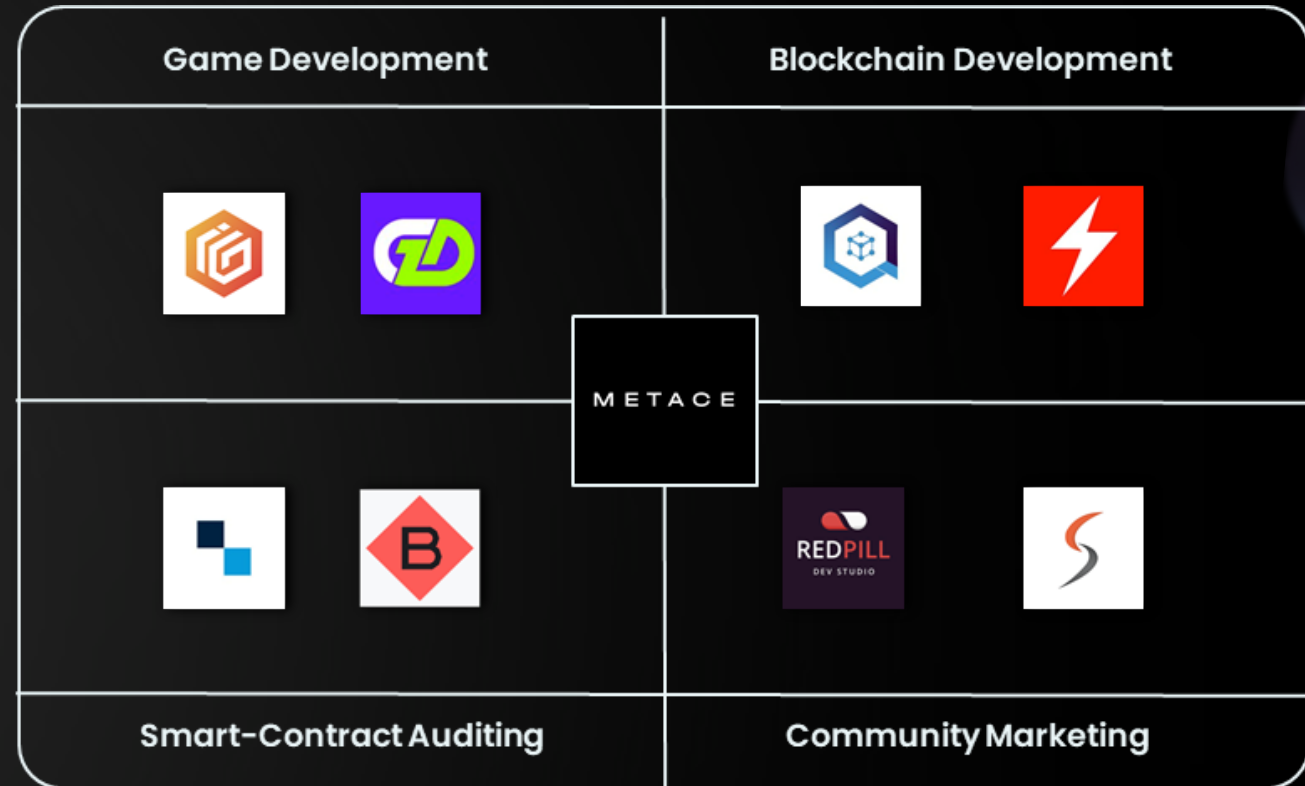
- Poor communication with Clients, mostly do Auditing

- Weak website, Limited crypto projects

# Competition

Company Name	 Antier	 GamesdApp	 AlgoBitz	 RockNBlock
Location	India	India	Signapore	United Arab Emirates
Core Services	Marketplace, Banking App, DEX	Metaverse, Casino, P2E	Marketplace, Token Development, DeFi	Marketplace, DeFi, Blockchain
Market Focus	Financial Institutions, Traders	Entrepreneurs, Game Studios	NFT Creators, Game Studios	Traders, Real Estate Owners
Partner Highlights	Skoda, Nexo	Race Kingdom	5ire	Ducatus, BotSwap
Strengths	<ul style="list-style-type: none"><li>• Vast team (500+), broad services, Cross-industry expertise</li></ul>	<ul style="list-style-type: none"><li>• Diverse expertise, Project cloning, Outsourcing services</li></ul>	<ul style="list-style-type: none"><li>• Multiple game engines, AlgoVentures initiative</li></ul>	<ul style="list-style-type: none"><li>• Crowdsale expertise, Multi-blockchain dev, Web3 Awards</li></ul>
Weaknesses	<ul style="list-style-type: none"><li>• No visible portfolio, not GameFi-focused</li></ul>	<ul style="list-style-type: none"><li>• Quality instability, No traceable projects, Distracting website design</li></ul>	<ul style="list-style-type: none"><li>• Limited community, Few notable partners, No visible portfolio</li></ul>	<ul style="list-style-type: none"><li>• Questionable project quality, limited game diversity</li></ul>

Our service is unique  
and doesn't have  
direct competitors



### Our Competitive Advantages

- Focused on Game Companies
- Unique Web3 Approach
- Proper Community Building
- Tailored Web3 Transition

## 09. Our Services



# Services List

## Full Cycle Development

Expert Web3 transition advice, Strategic blockchain integration plans, Continuous updates on trends and innovations.

## Consulting & Guidance

Comprehensive development of blockchain games, NFT and tokens integration, Post-launch support and updates.

## Marketing & Community

Targeted marketing for blockchain games, Building and engaging gaming communities, Forming strategic partnerships for greater reach.

## Smart Contracts Solutions

Secure and efficient smart contract creation, Rigorous auditing for safety and reliability.

## Comprehensive Package

An all-inclusive solution combining consulting, development, marketing, and smart contract services.

# 10. Roadmap

# Future Growth

An abstract graphic featuring three glowing, translucent spheres in shades of purple and blue. A dashed white line curves through the composition, passing behind the spheres. Each sphere has a small white dot on its surface, with a thin white line extending from it to a text block. The background is a dark, gradient blue.

Every day, numerous gaming studios seek Web3 integration, representing a vast, untapped market.

METACE is poised to unlock this potential by making Web3 transitions smoother, faster, and more efficient, leading to a proliferation of blockchain-enabled games.

This market is ripe for growth but is currently bottlenecked by the complexity of blockchain technology adoption.

# Roadmap

Q2 2022-Q1 2023

## Foundational Phase

METACE's birth and market research initiation  
Partnerships and advisors onboarding

## Development Phase

MVP development start, team and partnership expansion.

Q2 2023 - Q1 2024

Q2 2024 - Q1 2025

## Launch Phase

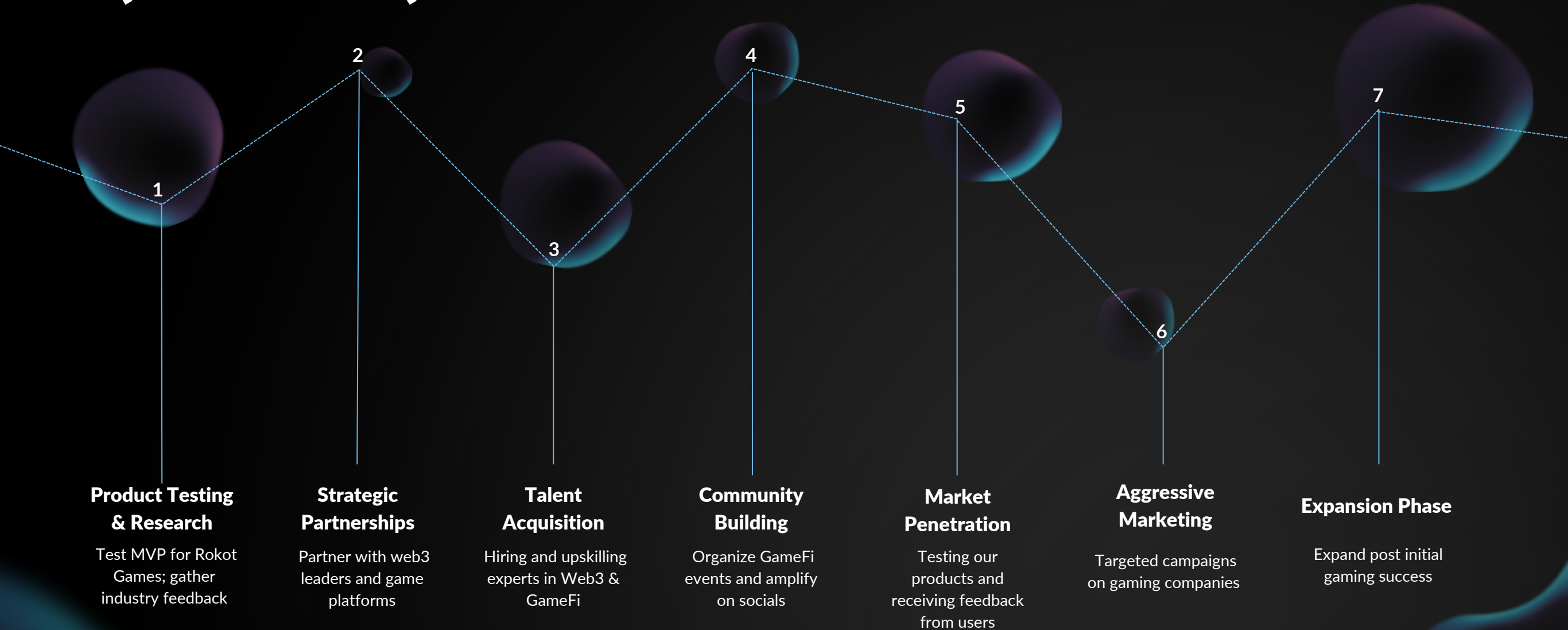
Launch of METACE's flagship blockchain game.  
Using MVP's success for market penetration and service expansion.

## Sustain & Innovate Phase

Enhanced customer support and solution optimization.  
exploring new markets, SDK development, continuous innovation.

Q2 2025 and Beyond

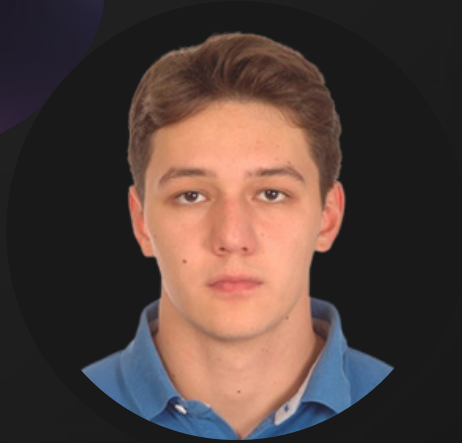
# Q1 2024 - Q3 2025



# 11. Team

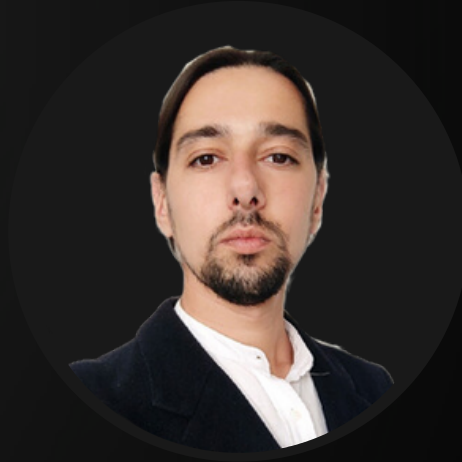


# The METACE Team



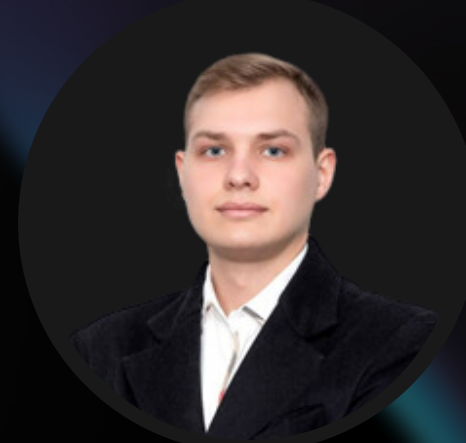
**Arslan Alimbaev**  
CEO/CTO

A dedicated crypto enthusiast leading the charge, turning blockchain complexities into gaming revolutions.



**Yanis Mavromatis**  
CMO

A Web3 visionary ensuring strategic innovation within the evolving landscape of digital regulations.



**Andrei Kashchaev**  
CPO

An inventive creator with deep roots in the gaming community, Designing compelling experiences for the modern player.

# Advisers



**Arnaud Perrin**

Banking & Finance  
Professional, FinTech Investor

Arnaud, our advisor with roles in banking, FinTech investment, and a Private Investor in Bitstack, provides strategic financial guidance.



**Anatolios Laskaris**

Fluence Labs

Anatolios brings a wealth of DevOps knowledge from his time at Fluence Labs. His insights significantly enhance our operational efficiency and software delivery practices.



**Lily Gababadze**

Bitnet

From Bitnet, Lily brings a holistic view of software development. Her expertise in both front-end and back-end development ensures our solutions are well-rounded and robust.

# Join Our Journey

**Arslan Alimbaev**

**Co-founder, CEO & CTO,  
METACE**

[alimbaev@metace.io](mailto:alimbaev@metace.io)