CRYPTO
CHRONIC

ENTER THE CANNAVERSE!

OVERVIEW

CONVERT GAMERS TO CRYPTO LEVERAGING CANNABIS THEME *&* "FREE-TO-EARN" MODEL

RE-INVENT TAMAGOTCHI & POKÈMON ON THE BLOCKCHAIN

- **Multi-platform Videogame & Metaverse**

- **Freemium P2E Model**

- **Cannabis-themed, Blockchain-based, Digital Pet Collectibles: CHRONICS**

- **Breed, Nurture, & Multiplayer Battle-modes for Regular & Repeated User Engagement**

- **Multiple Monetization Strategies**

NFTs & GAME-FI HAVE PROBLEMS
CRYTPOCHRONIC HAS SOLUTIONS

1. **HIGH COSTS**
   - **Gas Fees**
   - **Platform Commissions**
   - **Market Contingencies**

2. **LACK OF UTILITY**
   - **Limited or No Functionality**
   - **Glorified Profile Pics- Merely Visual Assets**

3. **VALUE & ITS PRESERVATION**
   - **Gameplay Adds No Value to NFTs**
   - **Decaying Demand**
   - **Existing Models Are Inflationary**

POLICE DEPARTMENT
87454586
04/07/2023

BLOCKCHAIN SOLUTION

FREE-TO-PLAY + PLAY-TO-EARN = FREE-TO-EARN

100% FREEMIUM CRYPTO GAMING

- Private Sidechain on Ethereum GETH nodes

- Proof-of-Authority Consensus

- EthereumVirtualMachine Compatible

- Bridgeable on Ethereum Free of Charge

- Gas Fees Deferred & Paid at Players' Discretion

- Transparent, Immutable, Scalable, Distributable, Upgradeable, Permissioned, Notarized

- Proof-of-Stake: Energy Efficient & Ecological

GAMEPLAY SOLUTION

VALUE THROUGH UTILITY VIA FUNCTIONALITY

4 GAME LOOPS REWARD ENGAGEMENT WITH VALUE

- **Layer 0:** NFT Launch – 5.040 NFTs
- **Layer I:** Breeding – 13 Hereditary Traits Allow Puzzle Solving for Rare Ones
- **Layer II:** Resource Management "Tamagotchi" Gameplay
- **Layer III:** Battle Mode - PvP Multiplayer "Smoke-Off"
- **Layer IV:** "Pokèmon-Go" meets "WeedMaps" in AR Cannaverse
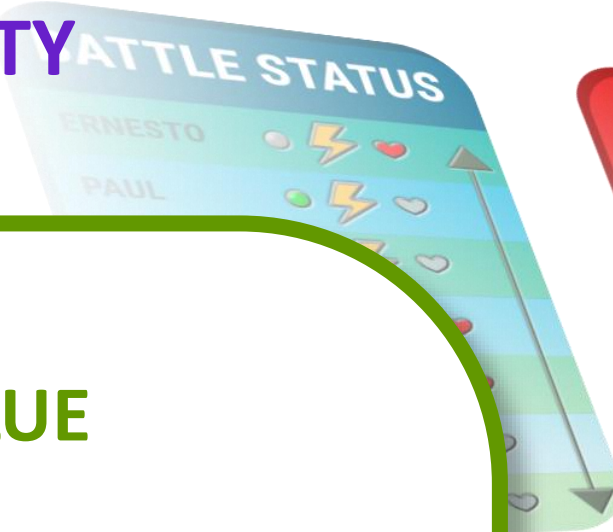
VALUE PROVISION & MONETIZATION

CHRONICS INCREASE IN VALUE AT EACH STAGE

- Positive Value Feedback Loops
- Breeding Unlocks Desirable & Valuable Traits
- Nurturing & Levelling Up Improves Battle Stats & Value
- Better Stats = More Battle Efficacy = More Exp & Reputation = More Value
- Top-up & Mint On Public Chain Whenever Ready

NOW WHAT? HOW DOES THE GAMER CASH-IN?

Battle My Chronic:
Participate in Official League E-sports Tournaments for Cash & Crypto Prizes

Pimp My Chronic:
Sire NFTs to Breed P2P for Cash & Crypto Fees

Trade My Chronic:
Sell on the open market for cash & crypto

VALUE PRESERVATION & DEFLATION

LIMITED SUPPLY + INCREASING DEMAND = VALUE APPRECIATION

SURVIVAL OF THE FITTEST
4,2 Billion Possible Variations

MAXIMIZE DEMAND:

Increasing Utility Yields Increasing Demand

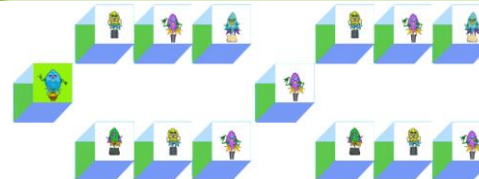Minimum 3 NFTs to Battle Accruing Exp & Reputation for Top-up

Winning Strategies Require Diverse Collections to Respond to Various Parameters

MINIMIZE SUPPLY:

Only 5.660 NFTs (including Airdrops)

Free Minting & Breeding = Limited Overcoming Limits = Costly

"Survival of the Fittest": Only Most Desirable Merit Attention, Time & Money to Progress on Public Chain

TOKEN ECONOMY

MINTING NFTs ON ETHEREUM

Series 1 Gen 0

- 5.040 Unique Tokens Minted on Website
- Secondary Market on Opensea
- Price: Eth 0,015 (Whitelist) < X < Eth 0,030
- Improved Stats: 45% Common; 40% Uncommon; 15% Rare; Fertility = 15X

Series 1 Gen N°

- 4,2 Bln Unique Variations Minted on Website
- Secondary Market on Opensea
- Price: Eth 0,030
- Normal Stats: 60% Common; 30% Uncommon; 10% Rare; Fertility = 10X

MINTING "TOKES" ON PRIVATE CHAIN

- In-Game Currency
- Fixed Total Supply of 4.200.000.000
- Gained by Playing or Purchased in Store
- Currently No Monetary Value
- In Stage IV offered as ERC20 Utility Token (ICO or Similar)

MINTING NFTs ON PRIVATE CHAIN

- Over 4.200.000.000 variations
- Random generation on demand (not pre-minted)
- Free minting limited to 3 tokens per player
- Can be transferred if at least 4 in wallet
- Deflationary by design: "Survival of the Fittest"

REVENUE MODEL
HOW DO <u>WE</u> MONETIZE

COMBINATION OF:

E-COMMERCE + DOUBLE-SIDED MARKETPLACE + FREEMIUM

- **Multi-source, Self-sustaining & Scalable**
- **Each Stream is Complementary & Supportive**
  - **Sale Public Chain NFTs: Eth 0,015 < X < Eth 0,03**
  - **Breeding NFTs: Eth 0,00420**
  - **In-Game Purchases (Skins, Emotes, Resources, Added Fertility): Eu 3,00 (Target ARPMAU with 5% Conversion Rate)**
  - **Transaction Fees: Trading = 2,5% per Trade; Siring = Eth 0,00420**
  - **Branding, Licensing & Sponsorship Agreements**
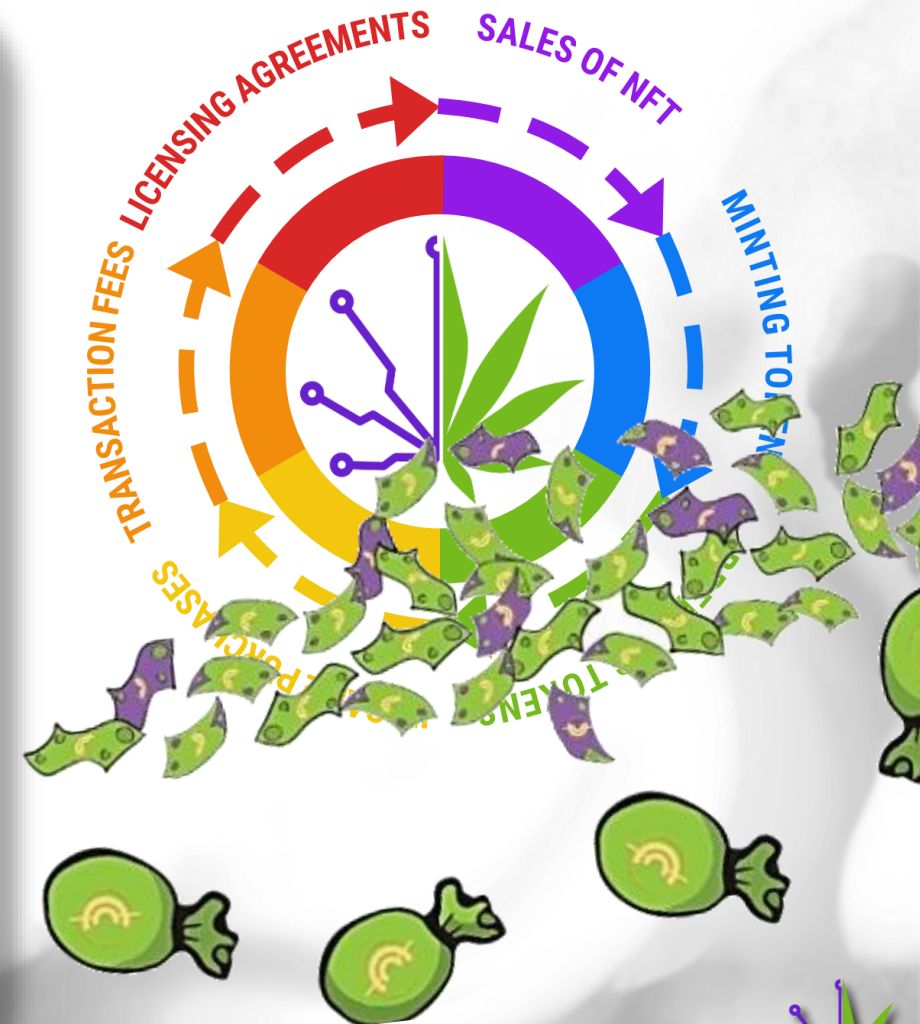
OUR TARGET CUSTOMER

THE "CANNAGAMER" & WHY CANNABIS

TARGET EARLY-ADOPTERS:

NFT & GameFi enthusiasts who support Cannabis industry from any demographic

TARGET MASS MARKET:

- Millennial & Gen-Z
- Both Hardcore & Casual Gamer
- Pro-Cannabis
- Pro-Crypto

WHY CANNABIS?

- 51,5% Gen-Z & 47,8% Millennials Use Cannabis
- 34,8% & 13.3% in past year; 22,1% & 8,5% in past month
- 87% Gen-Z & 77% Millennials Play Videogames
- Gen-Z play 7H20" per Week & Millennials 6H50"
- "Videogames" is 2nd Fastest Growing Topic Among Cannabis Consumers
- Correlation, Convergence & Birth of the "CannaGamer":
  - 55% is Gen-Z & Millennial
  - 54% (+ 86% in 1 y) Consume While Playing

CHRONIC Vs. COMPETITION

OUR ADVANTAGE COMES FROM OUR FREE-TO-EARN MODEL THAT ADDS VALUE THROUGH ENGAGING GAMELOOPS
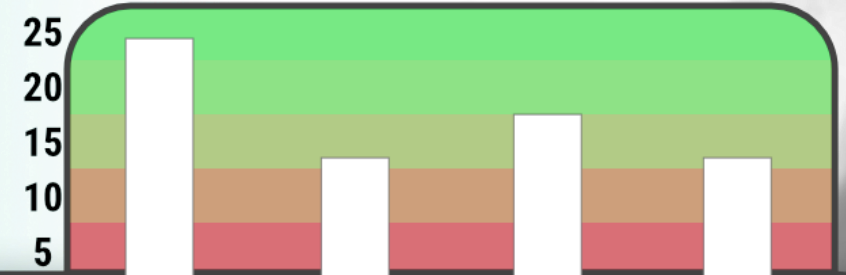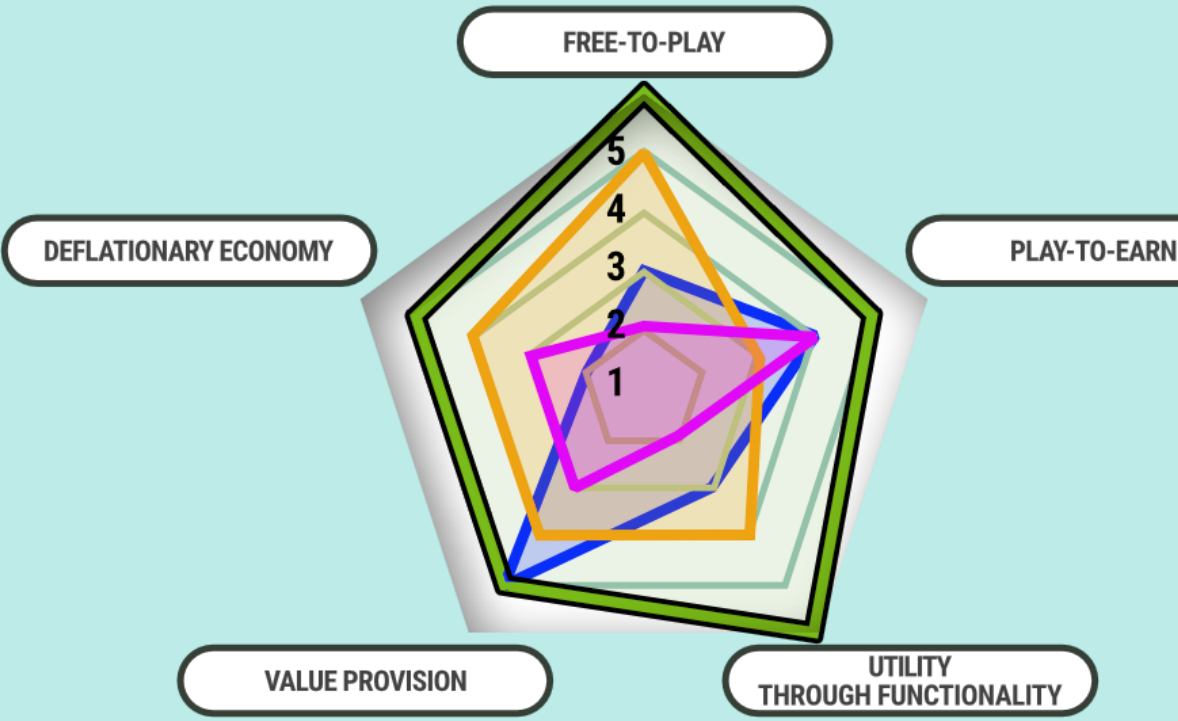
KEY FACTORS (grades out of 5)	CRYPTOCHRONIC	AXIE INFINITY	GODS UNCHAINED	BORED APES
FREE-TO-PLAY	5	2	4	1
PLAY-TO-EARN	4	3	2	2
UTILITY THROUGH FUNCTIONALITY	5	2	3	1
VALUE PROVISION	4	4	3	2
DEFLATIONARY ECONOMY	4	1	3	2

CRYPTOCHRONIC   AXIE INFINITY   GODS UNCHAINED   BORED APES

EXECUTION!

TRACTION!

BUIDING THE CANNAVERSE ONE BLOCK AT A TIME

- **Fully Developed Product** ready to launch
- **NFT collection** minting ready to launch
- **4 months of high-profile marketing campaign** building brand & active community (Eu 175K)
- **Code is certified** by Certik
- **All Trademarks** & Copyrights secured
- **High-profile partnership** with globally renowned artists under licensing (e.g., Miltos Manetas)
- **High-profile partnership** with legendary Cannabis Brands under licensing (e.g., Shantibaba Seed Bank, Mr Nice Seedbank, CBD Crew)

ESTABLISHING & GROWING A STRONG COMMUNITY

- **Whitelist NFTs: 17K**
- **Registered Users: 4,5K**
- **FB: 4K Followers**
- 78,662 Reach/Profile Visits & 17,486 Likes/Comments
- **Twitter: 14K Followers**
- 3,42M Impressions, 1,8K Mentions & 21,4K Reach/Profile 77,2K Likes/Comments
- **Discord: 13K Members**
- 27,408 Likes & Comments

STRATEGIC ROADMAP & SCALING

PORTING TO MOBILE & TARGETING TRADITIONAL GAMERS INCREASES OUR MARKET 100X

STAGE I: Q3 2023
- Testing Layers 0 – III
- Marketing Launch
- Launch: NFT Series 1 Gen0
- Full Launch Layers I – III
- Launch DLCs: Slot-Machine

STAGE III Q4 2023
- Start dev. Layer IV Mobile AR Game
- Explore Interoperability
- E-Sports League & Tournaments
- Launch 2nd Series Gen0

STAGE V: Y2 2024
- Launch Layer IV Mobile AR Game
- Establish Cannaverse
- Chronic Land Sale
- Raise Additional Capital
- Scale

1 **2** **3** **4** **5**

STAGE II: Q3 2023
- Launch DLCs: Siring
- Raise capital & enlarge team
- Launch DLCs: New Challenges & Judges
- Licensing & Branding Partnerships

STAGE IV: Q4 2023
- Expand Team
- Start Marketing Tokes
- Launch Series 3 Gen0 NFTs
- Offering Tokes on Public Chain
- Start Marketing Mobile AR Game
- Raise Additional Capital

OUR TEAM

WHO WE ARE

MARCO PRINZI: Founder & CEO

(linkedin.com/in/marco-prinzi)

- **25 years as principal & director in banking, finance & hedge funds**
- **Founder of 5 start-ups in digital media (videogames, film production, e-sports, NFTs, Food-Tech)**
- **Dedicated to Metaverse development & innovative gamification**

RICCARDO CANGINI: Chief Gamification Officer

(linkedin.com/in/riccardo-cangini)

- **Pioneer of Italian video games since 1983**
- **Developer of I Play 3D Soccer (AM): the 1st 3D real-time 3D soccer game**
- **Founder: Artematica & Be2Bit, video game producer/developer**
- **Veteran in 3D technologies, custom applications, virtual & television systems, metaverse & brand conversion**

PIER LUIGI MAORI: Chief Blockchain Officer

(linkedin.com/in/newmark)

- **Blockchain & distributed ledger expert & designer**
- **CyberDeck, Mangrovia, Prosume Energy, Brandzledger, Telecom, government projects**
- **Linux guru, & network administrator, Devops and SRE**

IVAN ARTUCOVICH: Art Director

(linkedin.com/in/ivan-artucovich-b1904142)

- **Designer & Art Director: CannaTrade.ch & "Treating Yourself"**
- **Publisher: "Why? Why not?" & "Hempathy"**
- **(High Times & other leading publications)**

FRANCESCO ARCARESE: Full Stack Dev.

(linkedin.com/in/arcaresef)

- **Highly successful blockchain innovator**
- **Training Specialist, Formez / Policy Analyst, CNIPA (for Italian Government)**
- **Freelance Full Stack Developer: Sfrecciando, Key2, Cyberdeck, Mangrovia Solutions**

FRANCESCO FUGAZZI: Gameplay Project Manager

(linkedin.com/in/francesco-fugazzi-aa55b82)

- **Gamification specialist for Artematica**
- **Expert Videogame Project Manager**
- **Ex-hacker and skateboarder**

LEAN CANVAS

Problems	Solutions	Unique Value Proposition (UVP)	Unfair Advantage	Customer Segment

Problems
- Prohibitive & Volatile Costs
- Lack of Utility
- Limited Provision & Preservation of Value within Inflationary Ecosystems

Solutions
- Free-to-Earn thanks to Private Chain
- Functionality thanks to Gameplay Depth
- Value Added by design, Max. Demand / Min. Inflationary Forces

Unique Value Proposition (UVP)

Leveraging a private blockchain for the first Free-to-Earn model, we reinvent Pokémon as Cannabis themed digital pet collectibles that you breed, nurture, & battle in multiplayer Smoke-Offs. Our users benefit from consistent, highly competitive pricing & depth of gameplay that adds & preserves value throughout a deflationary ecosystem.

Unfair Advantage

Bringing Fun Back to NFTs with Cannabis

Scaling

The "Cannaverse": Pokémon-Go meets Weedmaps

Customer Segment

Demo: Mill./Gen-Z; Mostly Male;

Geo: Europe & Asia (Philippines, Vietnam, Thailand); later also USA & Canada

Early Adopters:
- Crypto, GameFi & NFT crowd
- Cannabis Enthusiasts
- Cannagamers

Mass Market:
Traditional Casual Gamers and Digital Collectors

Competition
(What are consumers doing to solve the problem)
- Pokémon
- Axie Infinity
- Gods Unchained

Target KPIs
Visitors > 150.000
Conversion Rate = 5%
Engagement = 17' Day
Active Users:
1st Day = 55%
1st Month = 30%
2nd Month= 25%
3rd Month= 20%

Channels & Traction

Awareness:
FB: 4K followers
Twitter: 14K followers

Consideration:
Discord: 13K members

Decision:
Whitelist: 17K

Cost Structure

Total Fixed (Development) Costs: Eur 350K circa
Total Go-to-Market Costs: Eur 175K circa
Operational Costs: Eur 25K Month circa
Customer Acquisition Cost: Eu 8,67

Revenue Streams

E-Commerce: Gen0 NFTs = 5.040 @ ETH 0,06 (Series 1-N)
Marketplace: 2,5% Trans. Fees; Breeding/Siring @ ETH 0,00420
Freemium (In-Game Purchases): Resources, Skins, Emotes @ Eu 0,10 < X < Eu 420 ARPMAU: Eu 3,00 < X Eu 5,00 (@ 5% Conversion Rate) Customer Lifetime (36m) Value = Eu 108,00

CONTACT US
LET'S DISCUSS POTENTIAL INVESTMENT OPPORTUNITIES!

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