



# Introduction ●

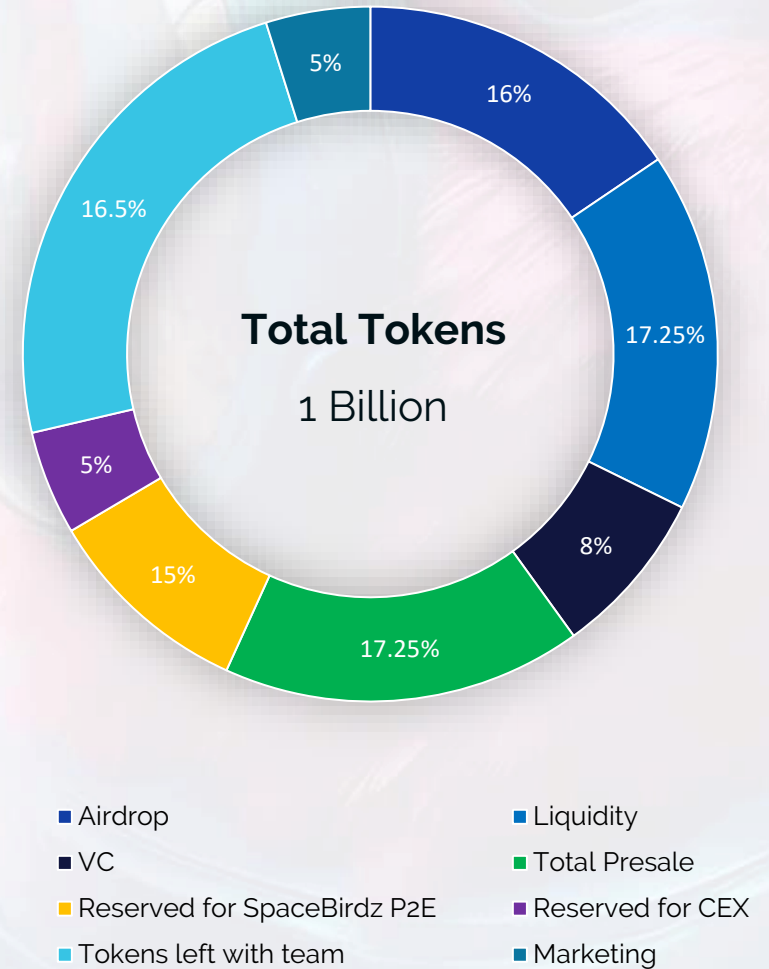
Birds of Space is its immersive gameplay experience, where players can explore vast virtual worlds, complete exciting quests, and interact with other players in real-time. The use of blockchain technology ensures transparency, security, and fairness in the game environment, allowing players to trust the integrity of the game mechanics and asset ownership.

Overall, Birds of Space aims to redefine the gaming experience by offering a decentralised, community-driven platform where players can not only have fun but also earn real value from their gameplay. With a focus on innovation, accessibility, and inclusivity, we strive to create a gaming ecosystem that empowers players and fosters creativity, collaboration, and excitement.



# Token Distribution Model •

- **Airdrop:** 160 Million (16%) 25% at TGE, rest distributed over 5 months
- **Liquidity:** 172.5 Million (17.25%)
- **VC:** 80 Million (8%) 30% TGE, 15% Distributed every 7 days.
- **Total Presale:** 172.5 Million (17.25%)
- **Reserved for SpaceBirdz P2E:** 150 Million (15%) Locked for 1 Month, vested over 3 Months
- **Reserved for CEX:** 50 Million (5%) Locked for 6 Months, vested over 1 Year
- **Tokens left with team:** 110.5 million (16.5%) Locked for 1 year, vested for 2 years
- **Marketing:** 50 million (5%) TGE 20%, 5% monthly



# Market Analysis •

## Blockchain Gaming Market Overview



The growth of this market can be attributed to the increasing investments and fundings in blockchain games, NFT trends, and the growth in P2E game model.



Organic and inorganic growth strategies Offer lucrative opportunities for the market to grow in the next five years.

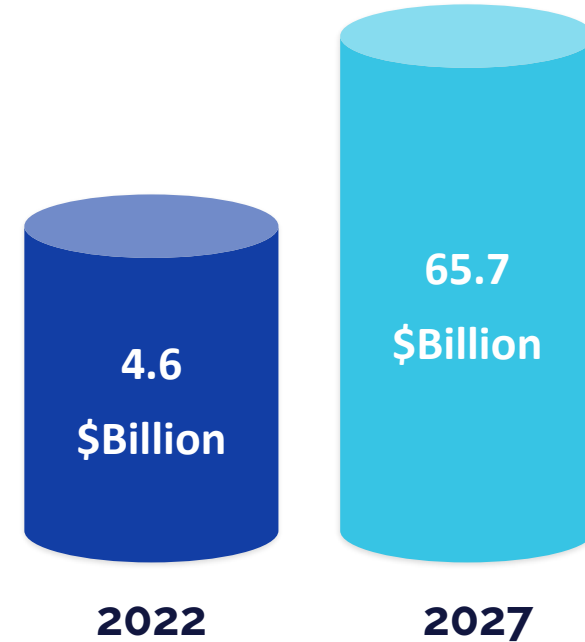


The ETH segment is estimated to have the largest market size during the forecast period. Major blockchain games use this platform. Exp are CryptoKitties, The Sandbox, Gods Unchained, and My Crypto Heroes.



Market growth in the Asia Pacific region can be attributed to the presence of key vendors that offer blockchain games in the region. Sky Mavis, the owner of the most popular game Axie Infinity, has a dominant presence in the region.

The asia pacific is estimated to hold the largest market share tin 2022



**CAGR  
of  
70.3%**

The blockchain gaming market size is expected to grow from USD 4.6 Billion in 2022 to USD 65.7 Billion by 2027, at a CAGR Of 70.3% during the forecast period.

# Target Audience •

The primary target demographics include



## Gamers

Casual gamers who enjoy mobile gaming experiences and are interested in play-to-earn mechanics.

Enthusiasts of strategy and simulation games who seek engaging gameplay and progression systems.

Crypto-savvy gamers who are familiar with blockchain technology and are intrigued by the integration of cryptocurrencies and NFTs in gaming.

## Collectors

NFT collectors who are passionate about collecting and trading digital assets, including unique in-game items, characters, and collectibles.

Art enthusiasts who appreciate the creative designs and aesthetics of NFTs and virtual artworks.



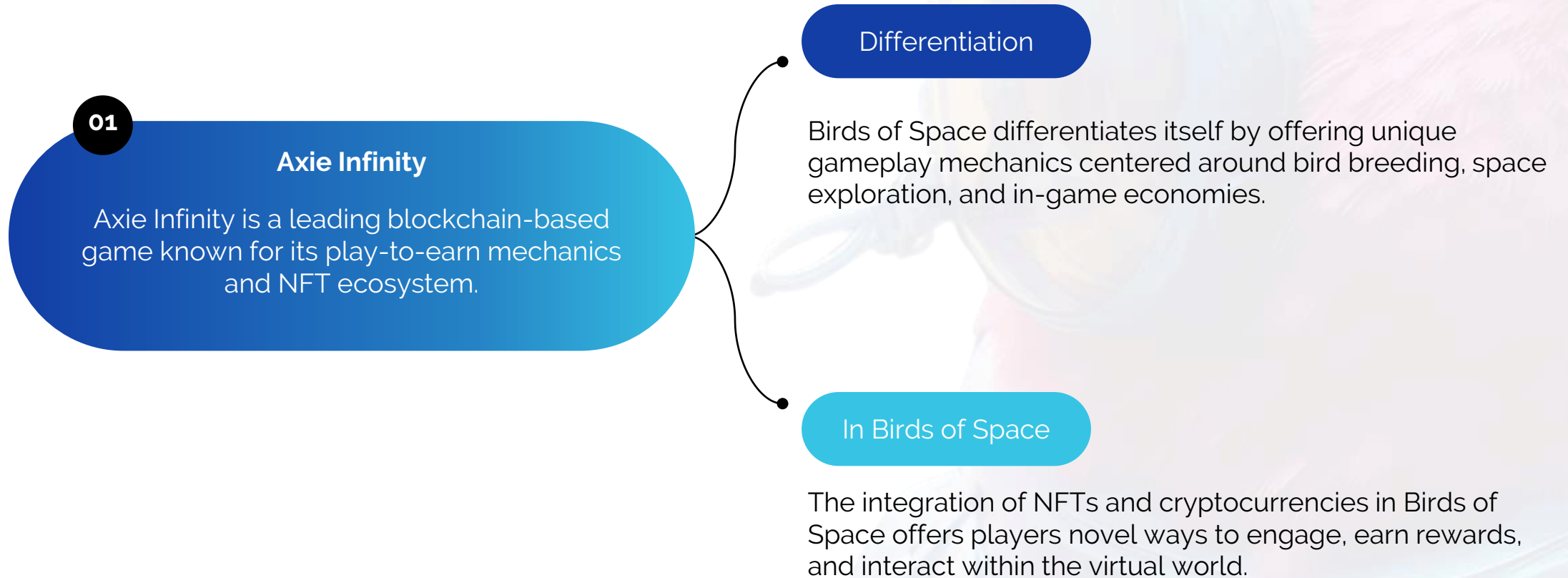
## Cryptocurrency Enthusiasts

Investors and traders in the cryptocurrency space who are looking for innovative blockchain projects with real-world utility and potential for growth.

Community members of cryptocurrency communities who actively participate in token sales, staking, and governance activities.

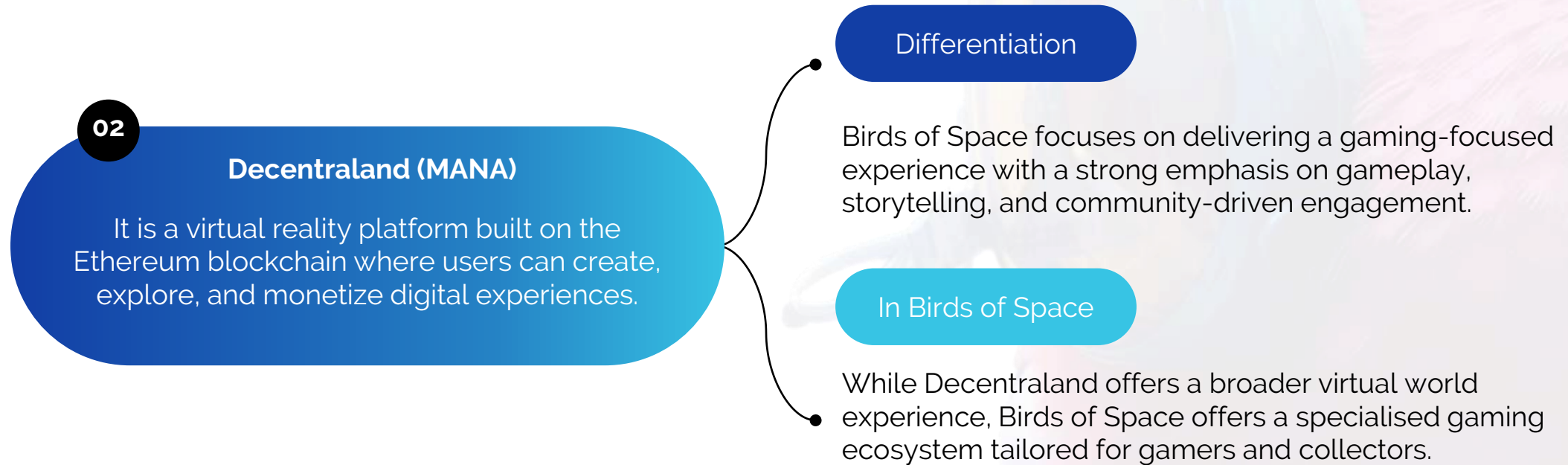
# Competitors •

While Birds of Space operates within a niche market segment, it faces competition from other blockchain-based gaming projects and traditional gaming platforms. Here are some key competitors and what sets Birds of Space apart:



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## In Summary

Birds of Space targets a niche audience of gamers, collectors, and cryptocurrency enthusiasts with its innovative gameplay mechanics, NFT integration, and play-to-earn features. By offering a compelling gaming experience coupled with blockchain technology, Birds of Space aims to differentiate itself from competitors and capture a significant share of the growing blockchain gaming market.

# Roadmap •

## Phase 01

- Spacebirdz Solo Mode Launch
- VC Round
- Token Presale
- Tier 2 CEX Listing & IEO
- Strategic Gamify Partnerships
- Launching \$BOSS Token

## Phase 02

- Launch of SpaceBirdz Play2Earn
- Commencement of Egg NFT Sale
- Introduction of Birds of Space Marketplace
- Rollout of NEST Platform
- Marketing Campaign Launch
- Strategic Partnerships
- Trading Stations on NEST

## Phase 03

- Launch of Birds of Space Merchandise Store
- Launch of Multiplayer Mode in SpaceBirdz
- Expansion of Tier 2 CEX Listings
- Onboarding of 1<sup>st</sup> Paid Advertisers on Space Birdz and Marketplace
- Launch of Generation 2 Birds with Their Eggs
- Integration of All Platforms in a Single App

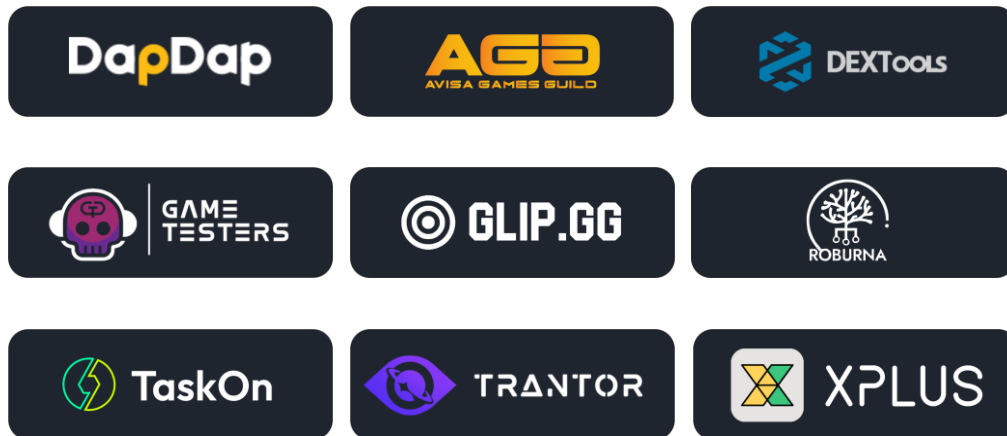
## Phase 04

- Listing on Tier 1 CEX
- Launch of Birds of Space Animated Series
- Increased Marketing Efforts Including Collaborations to Push SpaceBirdz



# Partnerships and Ecosystem Engagement •

Birds of Space is proud to announce strategic partnerships with industry leaders, gaming communities, and blockchain innovators, demonstrating our commitment to fostering a thriving ecosystem and driving widespread adoption of our products. Our esteemed partners include:



In addition to our esteemed partners, Birds of Space boasts an active ambassador program with 10+ ambassadors already onboard, representing our brand and engaging with the community on various platforms. As we continue to expand our reach and availability, Birds of Space plans to forge new partnerships with gaming communities and industry stakeholders, driving innovation, collaboration, and success in the dynamic world of blockchain gaming.

# Financial Projections and Use of Funds •

## 01. Revenue Model



## 02. Expense Breakdown

### Development Costs

Allocation for development team salaries, software licences, & outsourcing costs.

### Marketing Expense

Budget for marketing campaigns, influencer partnerships, and community engagement initiatives

### Operational Costs

Includes administrative expenses, office rent, utilities, and legal fees. Server and Infrastructure, related to server maintenance

### Miscellaneous

Contingency funds for unforeseen expenses and miscellaneous costs

# Financial Projections and Use of Funds •

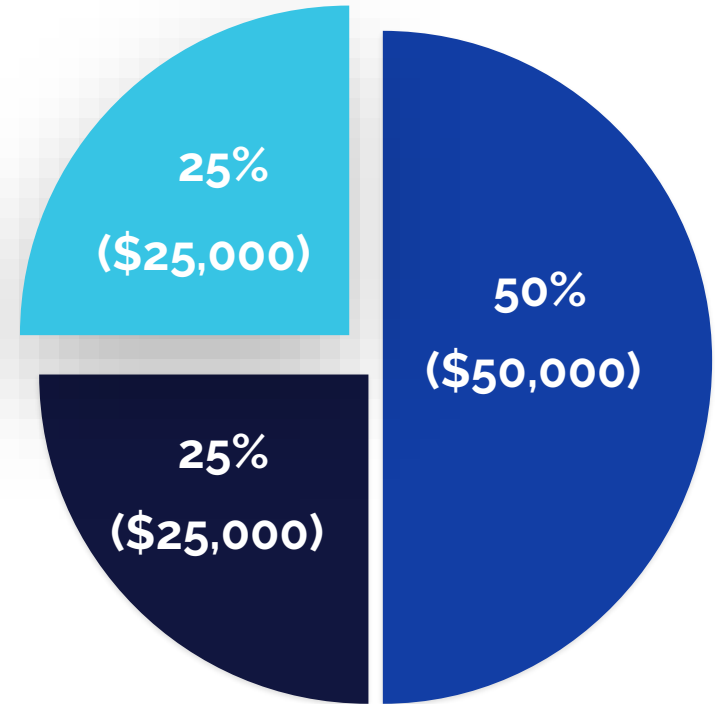
## 03. Cashflow Projection

- Cash inflows will primarily come from token sales, in-game transactions (NFT Sales), and advertising revenue.
- Cash outflows will include development costs, marketing expenses, operational costs, and infrastructure investments.



## 04. Venture Capital Investment

Total raise: \$100,000 for 10% of the token supply



- Marketing and User Acquisition
- Development Expenses
- Centralised Exchange (CEX) Listings

# Financial Projections and Use of Funds •

## Usage Breakdown

### Marketing and User Acquisition (50%)

Launch comprehensive marketing campaigns across various channels to drive NFT sales and game downloads.

Allocate resources for promotional events, giveaways, and airdrops to incentivize user participation and engagement.

### Development Expenses (25%)

Allocate funds for development team salaries, software licences, and outsourcing costs to enhance game features, graphics, and user experience.

Invest in research and development to introduce new gameplay mechanics, NFT functionalities, and blockchain integrations.

### Centralised Exchange (CEX) Listings (25%)

Secure listings on tiered centralised exchanges (CEX) to increase liquidity and accessibility of the native token.

Cover listing fees, compliance costs, and marketing expenses associated with CEX listings.

Expand the project's reach to new audiences and investors through strategic partnerships with reputable exchange platforms.

# Community Building and User Acquisition Strategy •

## Community Building

### Engagement on Social Media Platforms

Maintain active presence on popular social media platforms such as Twitter, Discord, Telegram, and Twitch.

Share regular updates, announcements, and engaging content to keep the community informed and involved.

Foster two-way communication by actively responding to community queries, feedback, and suggestions.

### Hosting Regular Community Events

Organize weekly AMA (Ask Me Anything) sessions on Telegram or Discord to directly engage with the community and address their questions.

Host virtual events, live streams, and tournaments to encourage participation and foster a sense of belonging among community members.

Offer exclusive perks, rewards, and giveaways to active community contributors and ambassadors.

### Ambassador Program

Establish an ambassador program to recruit passionate community members who can advocate for the project, organise local meetups, and spread awareness.

Provide ambassadors with incentives such as early access to new features, exclusive merchandise, and referral bonuses for driving user acquisition.

# User Acquisition Strategy •



## Strategic Partnerships and Collaborations

Forge partnerships with gaming influencers, creators, and stakeholders to expand project reach. Collaborate with gaming communities, forums, and platforms to promote Birds of Space and drive user acquisition.



## Targeted Marketing Campaigns

Utilize targeted ads on social media, gaming sites, and blockchain forums to reach play-to-earn and NFT enthusiasts. Optimize ad strategy with data-driven insights for maximum impact.



## Incentivized Referral Programs

Implement incentivized referral programs to encourage user referrals and community growth. Offer bonuses and rewards to both referrers and referees for enhanced user acquisition and retention.



# Risk Analysis and Mitigation Strategies •

## Technological Risks

### Risk:

Technical issues such as bugs, glitches, or server downtime could impact the user experience and undermine player confidence.

### Mitigation:

Implement rigorous testing protocols, including beta testing with select users, to address technical issues pre-deployment. Maintain a dedicated support team for real-time issue resolution and continuous monitoring of system performance.

## Market Competition

### Risk:

Intense competition from existing and emerging play-to-earn games and NFT projects could hinder user acquisition and market penetration.

### Mitigation:

Conduct market research to identify market gaps and differentiate Birds of Space with unique gameplay and rewards. Utilize strategic partnerships and celebrity endorsements for brand visibility. Innovate based on user feedback to stay ahead of competitors.

## Regulatory Uncertainty

### Risk:

Evolving regulatory landscape and uncertainty surrounding cryptocurrency, blockchain, and NFT regulations could pose legal and compliance challenges.

### Mitigation:

Stay informed about regulatory developments and engage legal counsel for compliance. Implement robust KYC and AML procedures to mitigate risks. Foster transparency with stakeholders about compliance efforts.

# Team Information •



**Ahmed Ali**

*CEO*

With 5+ years in blockchain, Ali is a seasoned entrepreneur and software developer, founder of Envazia Technologies.



**Kelvin Yuli Andrian**

*Lead Developer*

Kelvin is a self-taught software developer with expertise in full-stack and mobile app development.



**Nazish Rana**

*3D Artist*

Nazi is a skilled 3D artist specializing in character and environment design, with extensive gaming industry experience.



**Sohail Ashraf**

*Snr. Unity Developer*

Sohail is a senior Unity developer with 6+ years in game development, passionate about immersive experiences.



**Tayyab Jalbani**

*Community Lead and Partnerships*

Tayyab is an experienced community manager skilled in nurturing online communities and fostering meaningful connections.

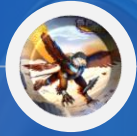


# THANKYOU

Saving the world, one bird at a time! Join us today



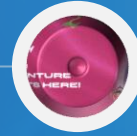
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