



Initial audience spans  
**>5 000 000 users**

Product built by the team with  
**\$1 000 000 000+** in exit value

# INVESTMENT DECK

12 Nov 2021  
Version 1.2





# 6 REASONS

1

Monetization and user acquisition are **dominated by middlemen**.

Ad exchanges charge exuberant fees which are ultimately passed on to and paid by the consumers.

2

The mobile gaming market is becoming more competitive every year, making game developers look for alternative ways to monetize and acquire new users.

Mobile cash based games have been growing rapidly with **80% YoY growth since 2020**.

3

While delivering the majority of value, **game developers are deprived from any share of massive derivative markets (such as betting)** that flourish around gaming.



4

**Building infrastructure for otherwise standardized services**, such as:

>sale of banner space and >creation referral schemes **is expensive and distracts from the core business of building engaging games.**

5

COLIZEUM is a host of blockchain based services

**that solve all of the above** while creating an entirely new dimension of cooperative gaming.

6

**>10 years** of blockchain and gaming **experience** and **>\$1B+** in exits value.

COLIZEUM is built by the industry leading team of experts.



# INTRODUCTION

## Market opportunities

### MOBILE USER GROWTH

Worldwide smartphone penetration rate in 2023 will be at 53.8% with expected annual **growth rate of 5.9%**. Forbes

### CASH GAME GROWTH

Mobile cash game **market grew by 78%** – from \$887M to \$1.59B (2019 – 2020).

### ESPORTS GROWTH

E-Sports revenue grew from \$694.2M (2017) to \$947.1M (2020).  
E-Sports revenue forecast in 2021 – \$1.09B, 2023 – \$2.17B.

### CLOUD GAMING DISRUPTER

Mobile device computing capacity and internet speed have led to the cloud gaming industry's emergence  
with an expected market share of up to \$724B in the next 5 years.

## Market inefficiencies

### ADVERTISING PROBLEM

Ad Exchanges charge exuberant fees which are ultimately passed on to and paid by the consumers.

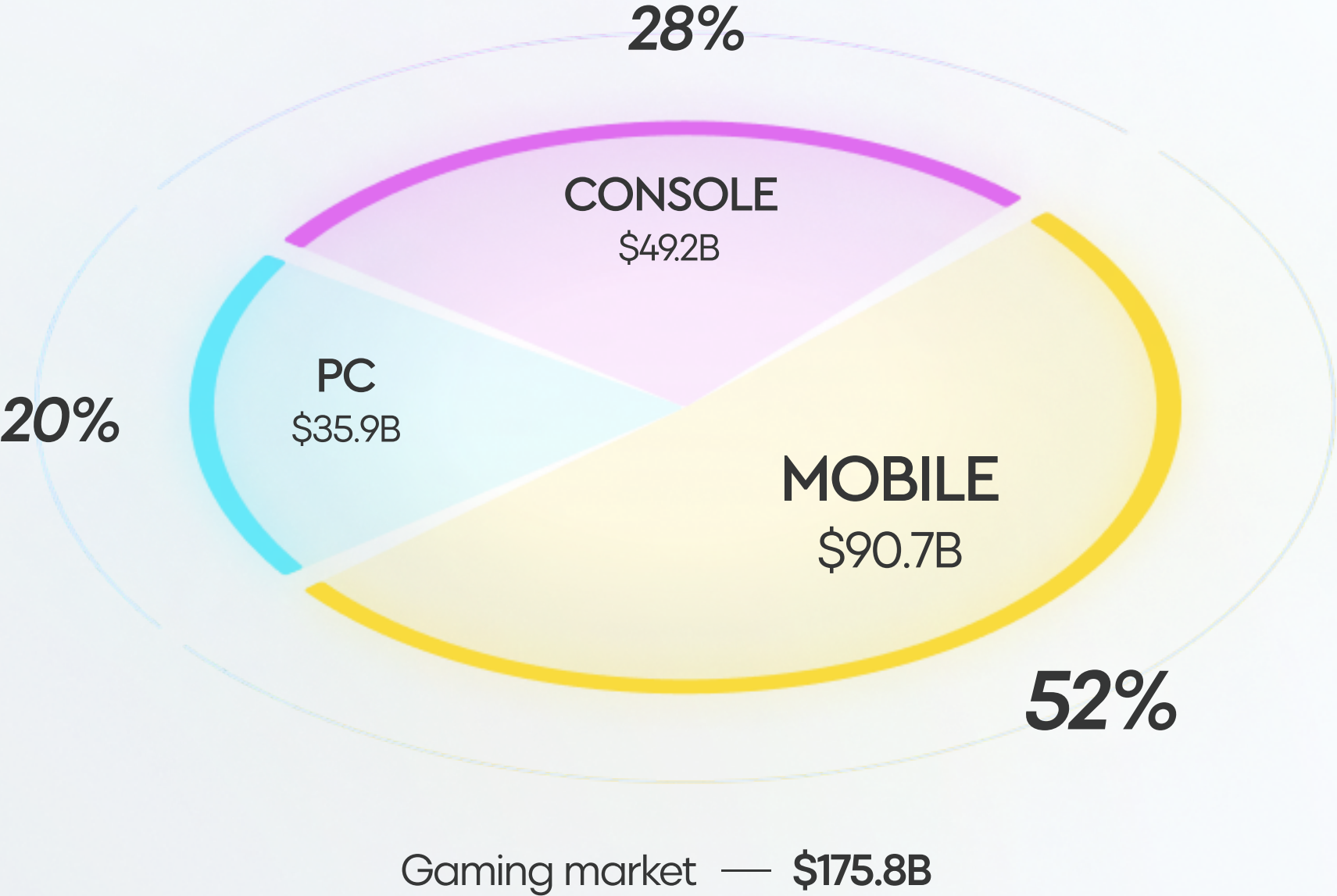
### CENTRALIZATION PROBLEM

Monetization and user acquisition are dominated by middlemen.

COLIZEUM




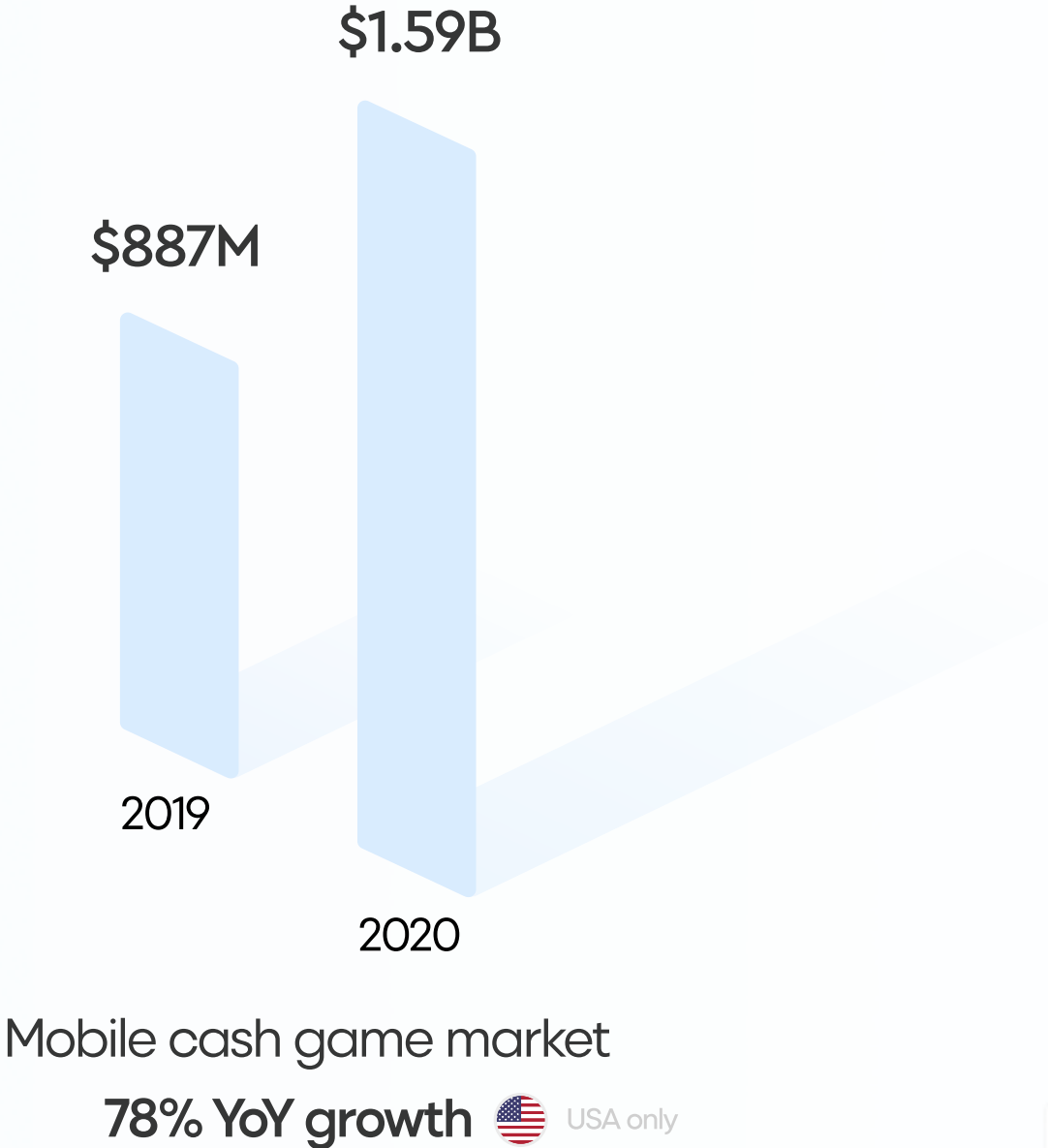
# MARKET SIZE



  
2021 Q1 earnings  
**\$32B**

  
80 BN mobile game  
downloads in 2020  
**8% YoY**

  
Estimated mobile game revenue in 2021  
**\$120B**





# CHALLENGES AND SOLUTIONS

## CHALLENGE

Mobile game developers are able to monetize only ~3% (IAP) players.

Platforms charge 30% on all in-app purchases.

Ad Exchanges are blackboxes that charge exuberant fees significantly reducing Game Developers' revenue.

Ad Exchanges not only keep the lions share of revenues to themselves, but also exploit player data.

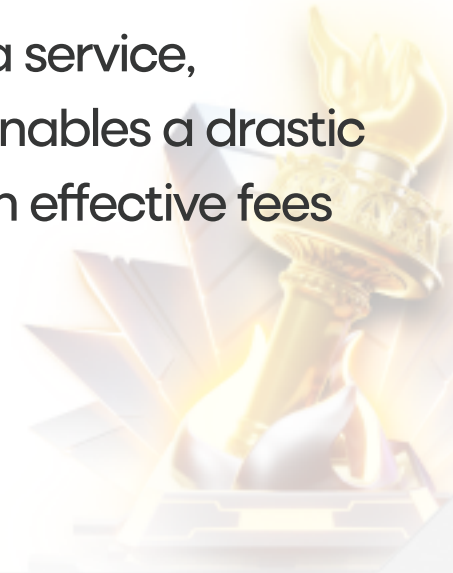
Skill-based games are extremely hard to monetize.

## SOLUTION

Colizeum core offers monetization of players' attention as a service to game developers, influencers and others.



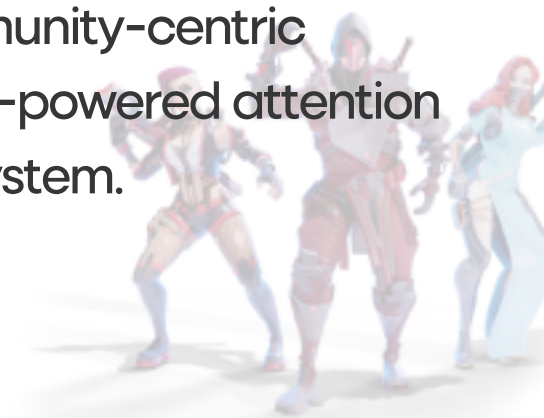
By offering its tokenization engine as a service, Colizeum enables a drastic reduction in effective fees paid.



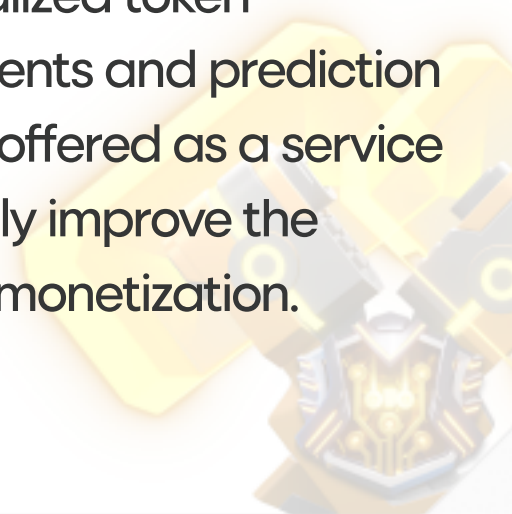
Fueled by ZEUM staking, the attention marketplace enables transparent on-chain user acquisition and monetization.



COLIZEUM is an entirely on-chain, anonymous community-centric token-powered attention ecosystem.



Play-To-Earn model – decentralized token tournaments and prediction markets offered as a service drastically improve the time-to-monetization.





# VALUE PROPOSITION



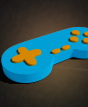
TOURNAMENTS  
AS A SERVICE



PREDICTION  
MARKET



ATTENTION  
MARKETPLACE



PLAY TO EARN

## FOR GAME DEVELOPERS



Out-of-the-box on-chain  
transparent monetization  
of players attention



No middlemen, no black boxes,  
no exuberant rents



Staking-enabled economics. No payments  
required for acquiring Colizeum services



Save development effort and costs. Key  
industry mechanics as a service



Focus on building good games.  
Colizeum will handle the rest



Full blown attention marketplace, tournmanets,  
prediction markets and multi-level marketing



Entire user acquisition-monetization  
funnel. All as a service



Game Devs deliver the vast majority of igaming  
value while not earning on growing derivative  
markets. Colizeum will change that.



Community-driven platform. Tournaments and influencer  
interaction have never been so easy and engaging



Attention is a commodity. Keep your data  
private. Monetize your attention.



Play-to-earn model. Enhanced with  
blockchain-enabled transparency and  
instanteneity of payouts, it becomes a  
game-changer.



New frontier of competitive gaming. Create  
tournaments anywhere, anytime and with anyone.  
Make your gaming skills earn for you.



No middlemen - no margins passed on to you.  
Gamedevs earn more, gamers pay less.

## FOR PLAYERS AND THE COMMUNITY



# COLIZEUM PRODUCTS



## PLAY-TO-EARN

Colizeum revolutionizes how developers benefit from their games while allowing players to earn – at the same time, it allows players and the community to reward developers directly just by playing their games.



## ATTENTION MARKETPLACE

The core of the Colizeum ecosystem, the in-store and in-app attention marketplace, is a tokenized vehicle for direct monetization of gamers attention. Everything is on-chain, transparent, automated and permissionless.



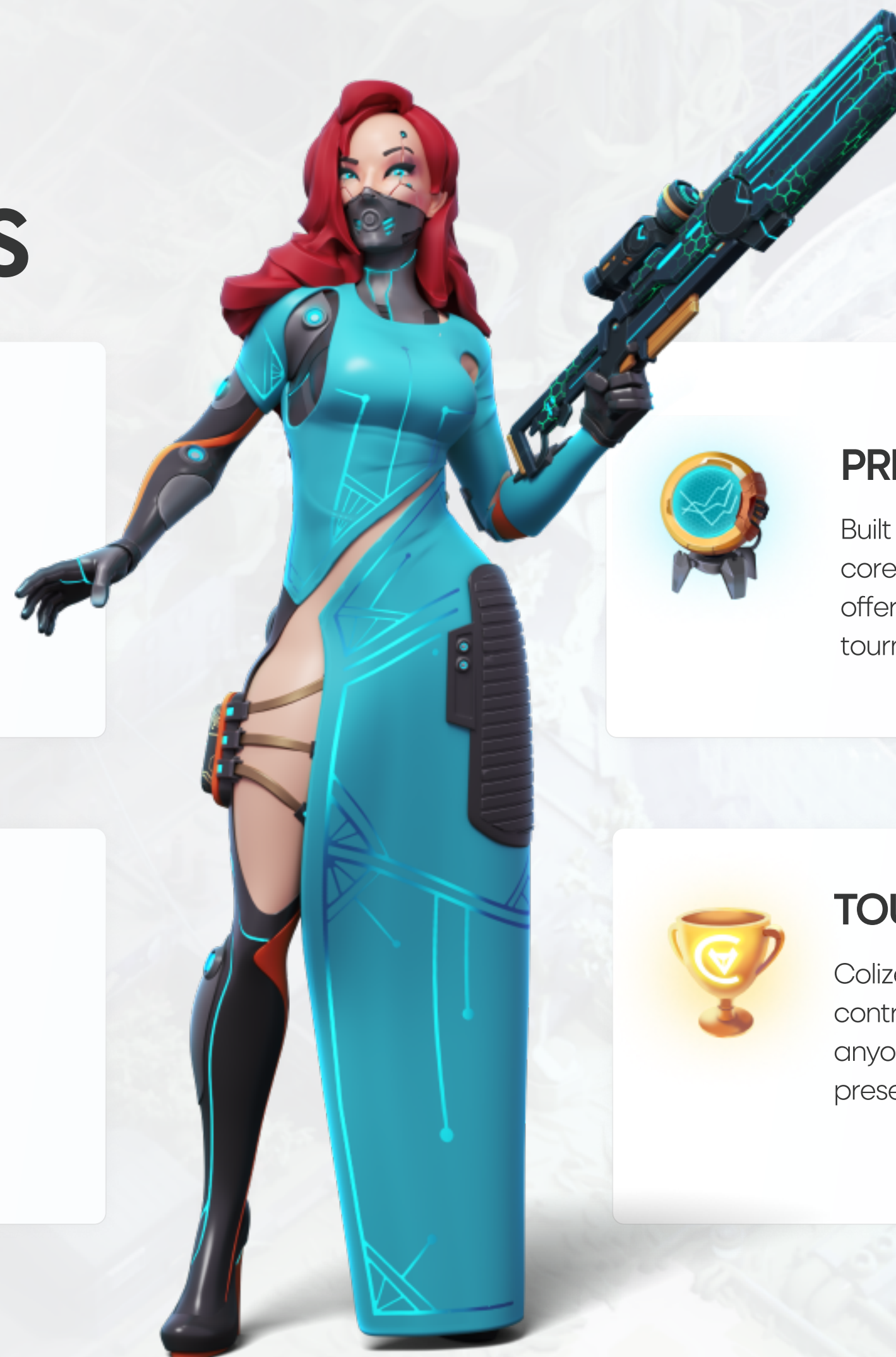
## PREDICTION MARKETS

Built atop of the Colizeum Tournaments as a Service core, Prediction Markets are a direct extension of it offer users the chance to bid on the outcome of a tournament or more subtle in-game events.



## TOURNAMENTS AS A SERVICE

Colizeum Tournament as a Service is a set of smart contracts SDKs, and graphical interfaces enabling anyone to create and monetize tournaments for games present in Colizeum Game Store.





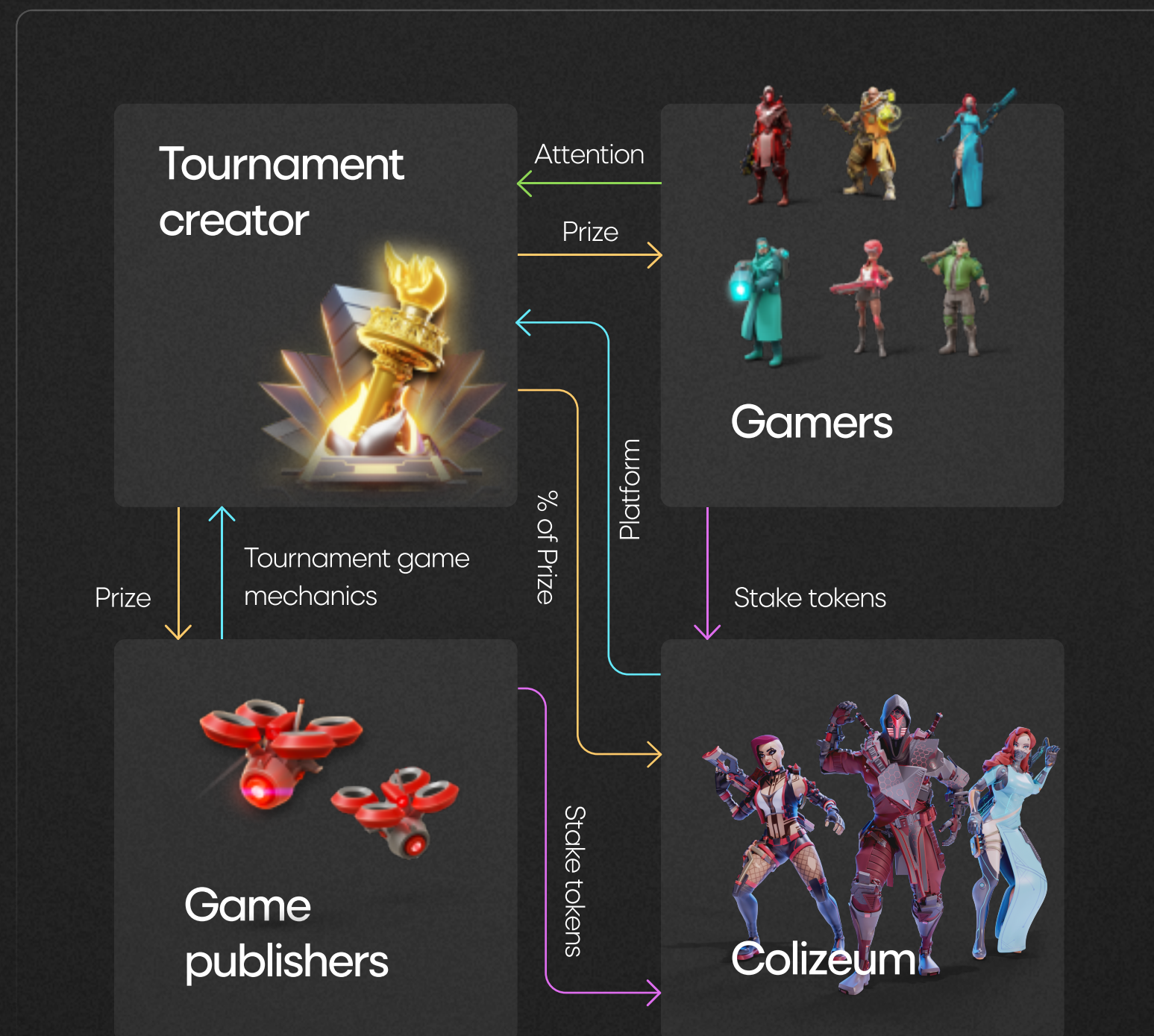
# PLAY TO EARN



- 1 Colizeum Play-To-Earn model is at the center of Colizeum and aims to connect all game developers and players into one platform.
- 2 Colizeum revolutionizes how developers benefit from their games while allowing players to earn at the same time.
- 3 Developers are competing for player attention and in the long-term, it builds healthy competition between developers which results in increasing quality and higher value. At the same time, it allows players and the community to reward developers directly just by playing their games.
- 4 Developer earnings are capped by the amount of \$ZEUM tokens staked which means with each new player total developer stake increases.
- 5 Each new player ultimately drives demand for \$ZEUM and keeps them locked in Colizeum.



# TOURNAMENTS Part 1: Free Tournaments

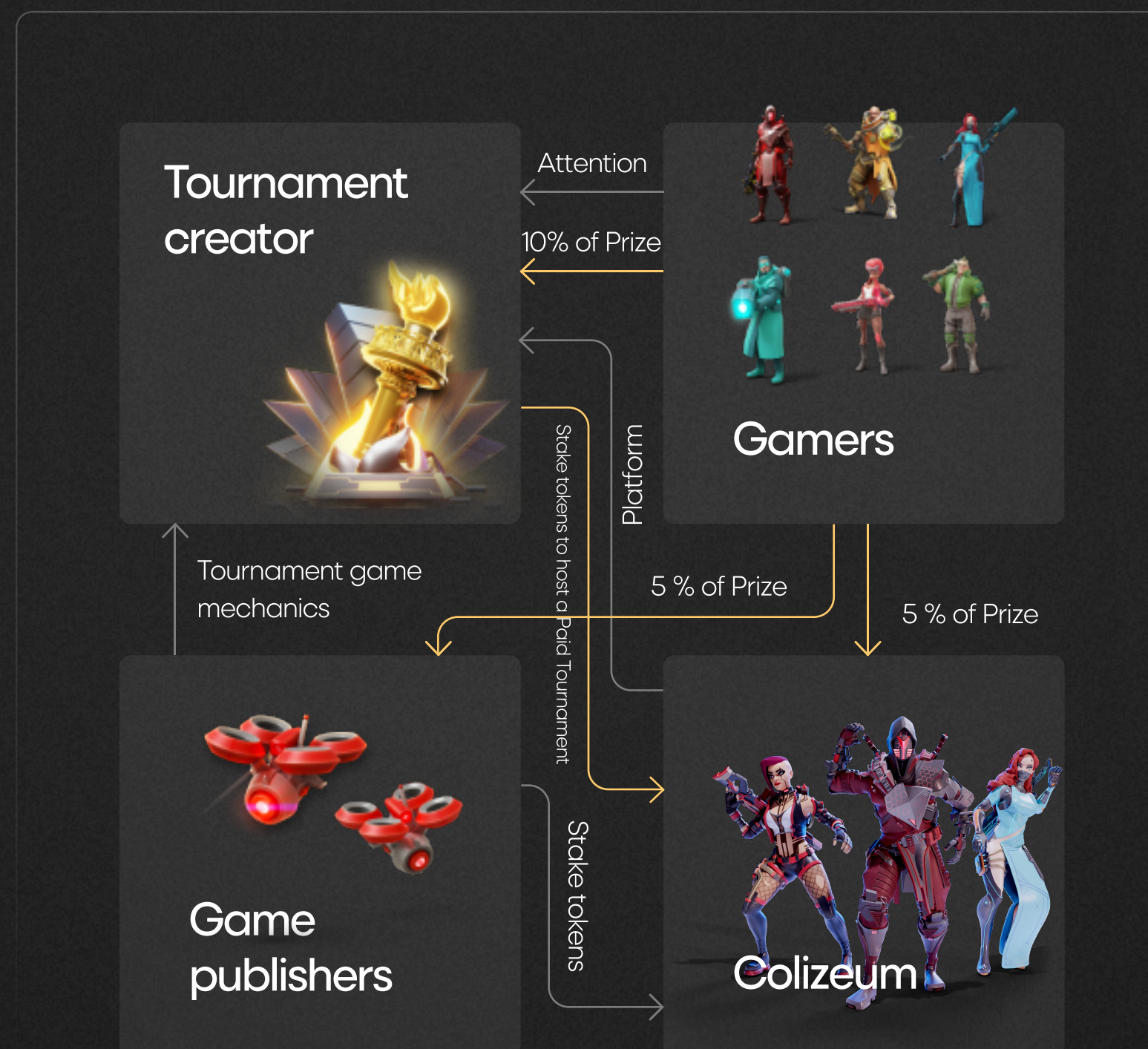


The roles and process tokenomics:

- 1 **Tournament creator** originates the tournaments and establishes the prize pool. The prize pool is ZEUM denominated and serves as an incentive for gamers to join the tournament. While they play for free, they do pay their attention in exchange.
- 2 **Gamers** stake tokens at Colizeum in order to participate in the Free Tournaments. Winning players receive a set portion of the prize pool (~90% by default). Winning the tournament is not the only possible criteria to receive rewards: various other in-game achievements can be set to be eligible for ZEUM payouts.
- 3 **Colizeum** provides the platform where Tournament Creators, Game Devs, and Gamers collaborate; collaborate in order to receive a percent of the total prize pool (~3% by default).
- 4 **Game Devs** must stake tokens for their game to be eligible for hosting tournaments in. Stake can be delegated by the community or other interested parties. They also are eligible for the remaining ~3% of the prize pool.



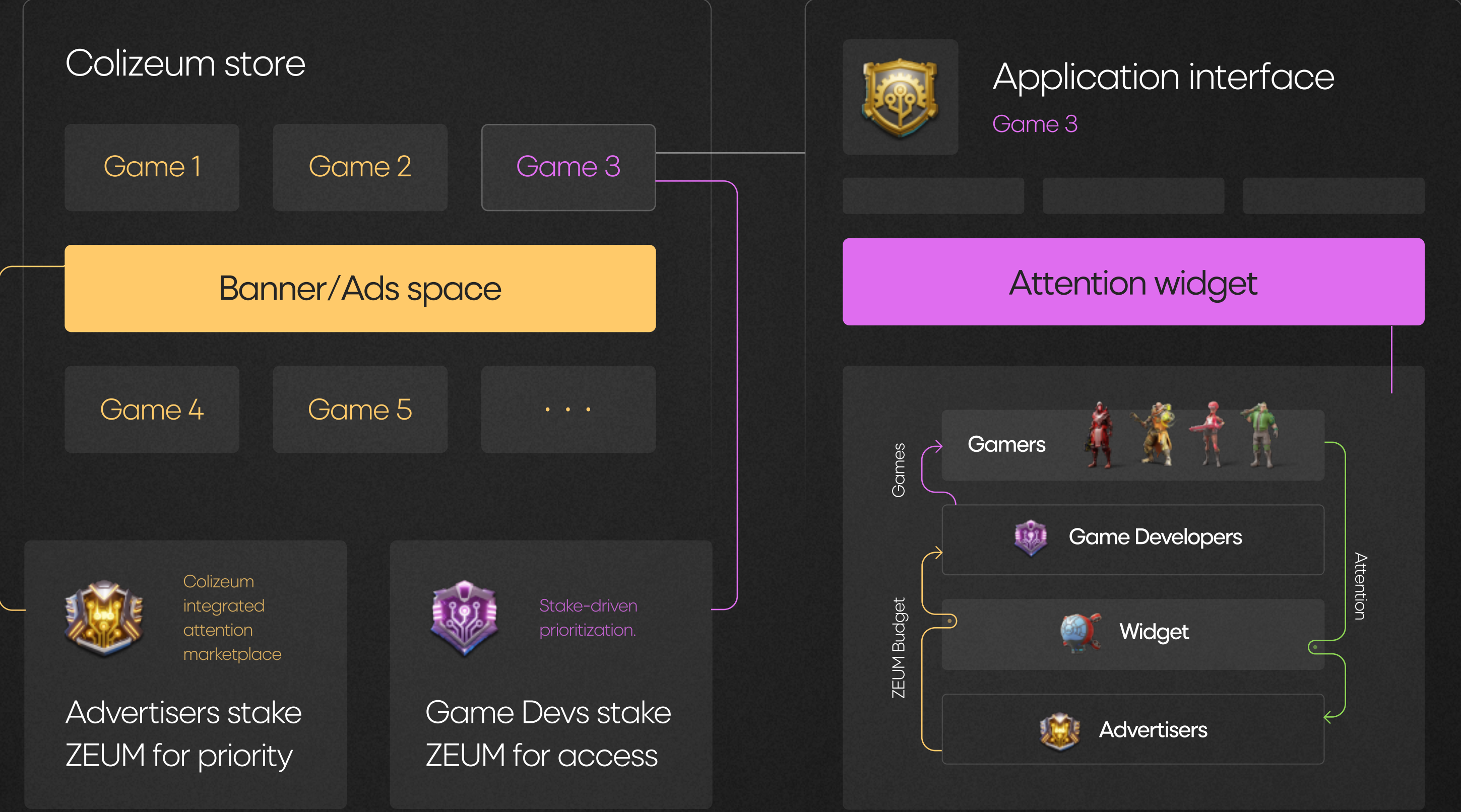
# TOURNAMENTS Part 2: Paid Tournaments



- 1 Tournament creator** sets up the tournament and the prize pool target size. Creating a tournament requires having ZEUM staked.
- 2 Gamers** have to put up a ZEUM prize pool (that can be delegated) effectively depositing a fixed minimum contribution or a higher one.  
The amount contributed will define one's pro-rata allocation shall he or she be eligible (by e.g. winning the tournament). ~90% of the total prize pool is distributed back across the winning players (or likewise, those who have satisfied a more exotic criteria based on the in-game achievements).
- 3 Colizeum** receives ~3% of the prize pool as a platform fee.
- 4 Game Devs** must stake tokens for their game to be eligible for hosting tournaments in. Tokens may be staked by the Game Devs themselves or delegated by their respective gaming communities. They also are eligible to host tournaments and participate in the remaining ~3% of the prize pool.



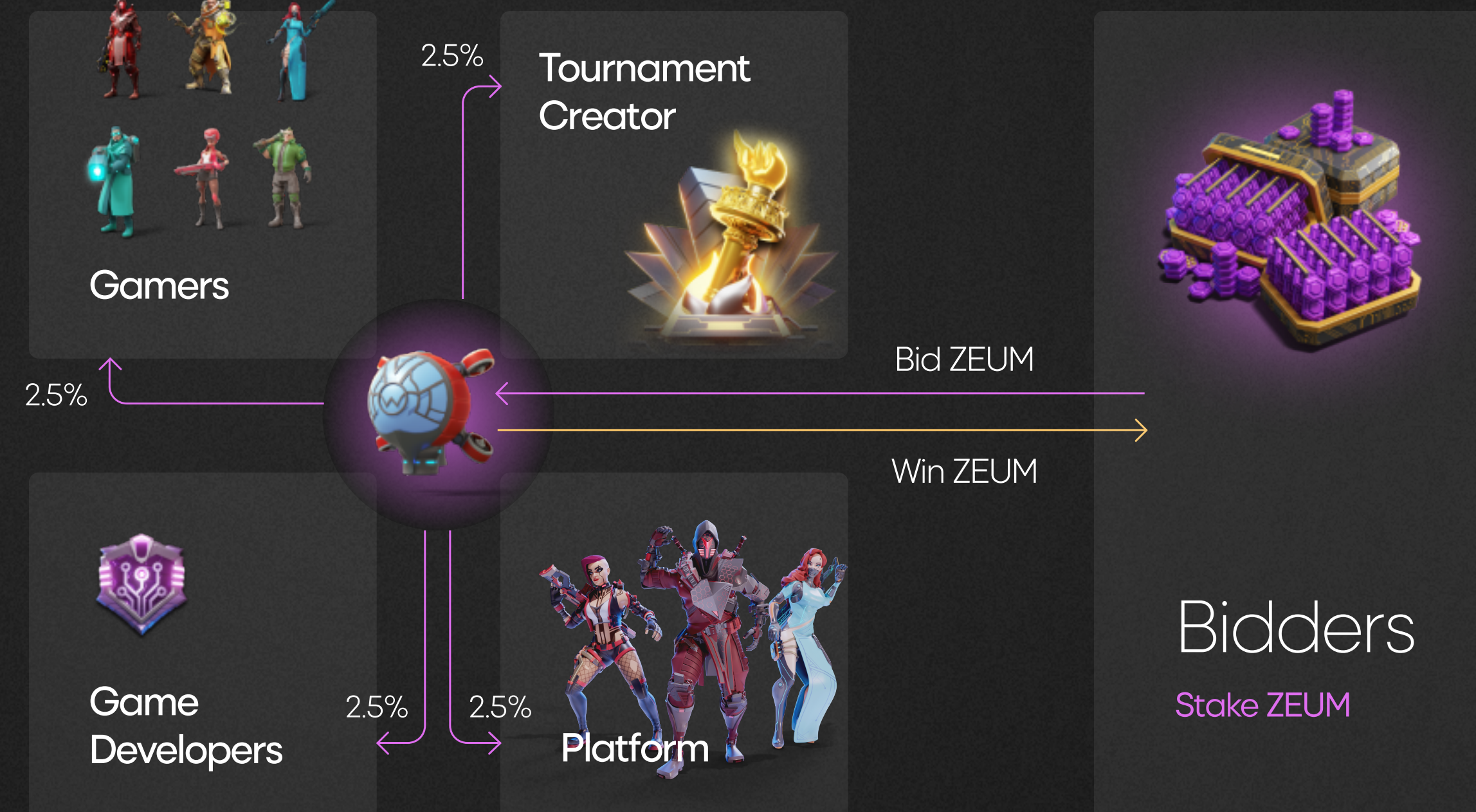
# ATTENTION MARKETPLACE



- 1 Game Devs can register their games at the Colizeum Game Marketplace for free, but game prioritization is driven by their stake size. Thus, the stake of ZEUM facilitates capturing gamers' attention.
- 2 The more prominent the place where the game is being advertised, the higher the required ZEUM stake.
- 3 Access of Game Devs to Colizeum Game Marketplace is vetted by the Colizeum DAO. Other than that, it's permissionless.
- 4 Colizeum provides Attention Widgets. Widgets which facilitate monetization of gamers' attention.
- 5 The Colizeum Game Marketplace also offers direct banner placements for advertisers (be it Game Devs or other parties). The position of any particular banner is a function of ZEUM staked by the advertiser.



# PREDICTION MARKETS



- 1 Any tournament, free or paid, when originated, offers **prediction market** capabilities around its outcomes.
- 2 Anyone having staked ZEUM gets access to can bid. **A higher stake unlocks access to more exotic prediction mechanics.**
- 3 Bidders pool ZEUM and bid on a tournament outcome (e.g. winning parties or in-game occurrences).
- 4 Once the tournament is concluded, **90%** of the staked ZEUM is distributed across the winning bidders, **2.5%** goes to the Tournament Creator, **2.5%** goes to the Game Devs, **2.5%** goes to the Gamers participating in the tournament, **2.5%** ends up in Colizeum's ecosystem development fund.



# TEAM



**Gatis Eglitis**

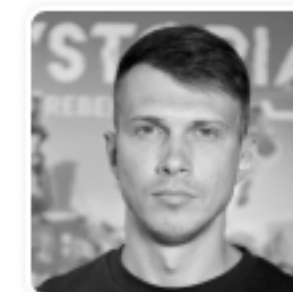
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**Kaspars Kukelis**

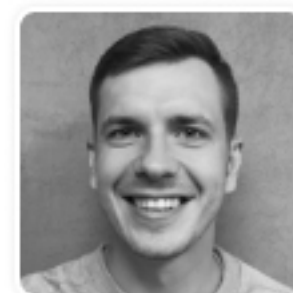
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CTO

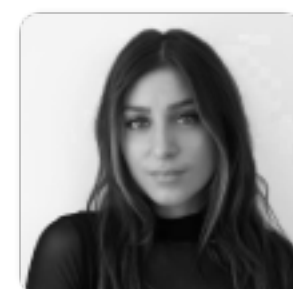
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**Kristiāns Sauja**

Community manager








**Artūrs Lukjaņenoks**

Senior backend developer

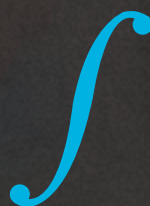
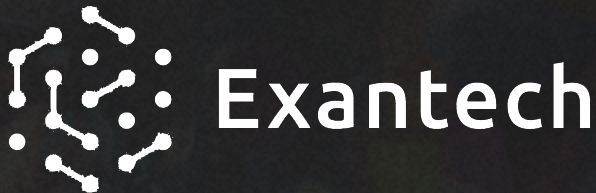


# TEAM'S PREVIOUS PROJECTS

 <p>First conventional brokerage company to offer crypto products.</p> <p><a href="https://exante.eu">exante.eu</a></p> <p>2011</p>	 <p>First altcoin index fund. Listed on NASDAQ.</p> <p><a href="https://xai.fund">xai.fund</a></p> <p>2013</p>	 <p>First company to integrate defi and smart contracts in mobile games.</p> <p><a href="https://beetrootlab.com">beetrootlab.com</a></p> <p>2014</p>	 <p>Conducts research in the spheres of block-chain, cryptography, UX, alternative and regular investments.</p> <p><a href="https://exan.tech">exan.tech</a></p> <p>2016</p>	 <p>First regulated and audited EUR stablecoin.</p> <p><a href="https://stasis.net">stasis.net</a></p> <p>2017</p>	 <p>First football fan engagement token contribution.</p> <p><a href="https://chiliz.com">chiliz.com</a></p> <p>2018</p>	 <p>Open-source blockchain platform for financial markets and derivative contracts.</p> <p><a href="https://amoveo.io">amoveo.io</a></p> <p>2020</p>
<p>2012</p>  <p>First listed bitcoin fund and the most profitable fund ever set up.</p> <p><a href="#">Read Forbes article</a></p>	<p>2014</p>  <p>One of the first crypto media.</p> <p><a href="https://ihodl.com">ihodl.com</a></p>	<p>2015</p>  <p>First liquid cooling computer manufacturing company.</p> <p><a href="https://comino.com">comino.com</a></p>	<p>2016</p>  <p>Liquid cooled GPU rendering farm for AI and deep learning applications.</p> <p><a href="https://sixnines.se">sixnines.se</a></p>	<p>2017</p>  <p>The First Secure &amp; Shared Monero Wallet.</p> <p><a href="https://wallet.exan.tech">wallet.exan.tech</a></p>	<p>2019</p>  <p>First decentralized finance index fund listed on NASDAQ.</p> <p><a href="https://defix.fund">defix.fund</a></p>	




PARTNERS





CONTRIBUTORS

 **Deribit**

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**AXIA8**  
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**3** **BASICS**  
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 **GOOD GAMES**  
GUILD

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 **ONEMAX CAPITAL**

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 **DWEB3**  
CAPITAL

 **Enzac**  
Research



CONTRIBUTORS





## TESTIMONIALS



*"Colizeum has a great chance to deliver a new experience for game players and new opportunities for game developers".*

**Evgeny Vlasov**

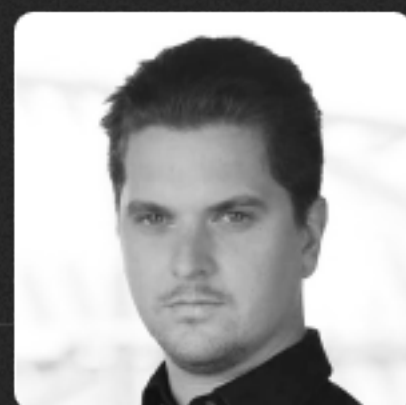
Comino, CEO



*"Applying tokenomics in gaming is the essential evolution of the industry".*

**Gregory Klumov**

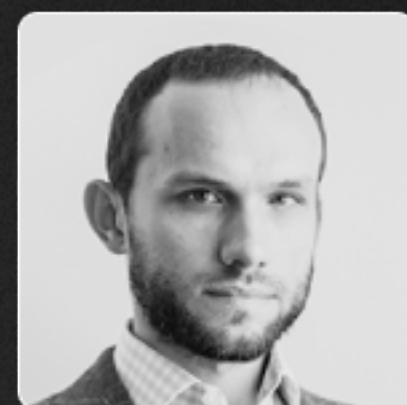
Stasis, CEO



*"Colizeum in a mix with its experienced team can be a big shot in changing gaming industry standards".*

**Damian Merlak**

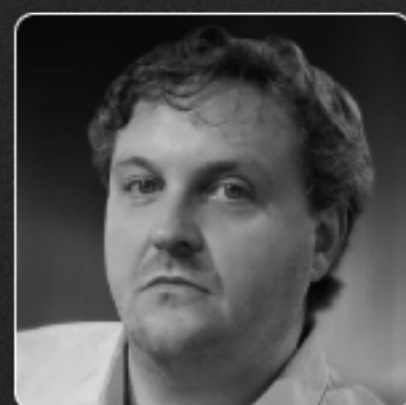
BitStamp, Co-founder



*"Gaming market is one of the fastest growing industries and it's crucial for game developer to implement decentralized solutions like Colizeum".*

**Anatoliy Knyazev**

Exante, Co-Founder



*"It's crucial to decentralize the gaming industry in order to improve the experience for both - players and game developers. Colizeum is on its way to accomplish both".*

**Alexander Rugaev**

AE Ventures, Founder



*"Big-time, the gaming industry will benefit from projects like Colizeum".*

**Sergey Troshin, Ph.D.**

Six Nines, CEO



## TESTIMONIALS

*"We are excited about our investment partnership with Colizeum. Colizeum team with its experience in both – mobile game development and blockchain is a perfect combination for a success in the fast growing NFT and play-to-earn gaming space."*

Larry Shi



Founder of Basics Capital

*"Gaming market is one of the fastest growing industries and it's crucial for game developer to implement decentralized solutions like Colizeum in order to unlock even greater monetization potential and unlock markets which prefer play-to-earn model instead of pay-to-win."*

Anatoliy Knyazev



Co-Founder of Exante

*"We are excited to support Colizeum's exceptional team and their revolutionary blockchain gaming project. They are about to build an extraordinary gaming ecosystem — providing new way for game developers to succeed in the crowded and antiquated gaming market."*

AU21 Capital Team





## TESTIMONIALS

*"Tokenomik views Colizeum as an excellent proxy exposure to the vast NFT/ play-to-earn gaming multiverse segment, which continues to expand exponentially, making it increasingly difficult to identify long term popular gaming platforms."*

*Colizeum, through its blockchain centric game development toolset, represents an excellent macro-level investment opportunity, with its class-leading modular game building tools, which has already attracted some of the best-in-breed developers to the eco-system."*

*"We are delighted to be an early investor in this fantastic project, founded by an experienced leadership and development team."*

Michael Swan



Managing Director Tokenomik Inc

*"I played and spent on online games since in elementary school, and I spent a lot — I'm now also seeking ones that I will be willing to "pay to play" on the blockchain, and the team at Colizeum is planned for that. As countless gamefi projects surged in the industry, rarely do we see promising teams capable of executing the next-stage innovations. For the future, it requires a composition of knowledge, know-hows, passions, and a grasp of the cultures in crypto and gaming, and we believe we have identified those in Colizeum."*

Wayne Lin



Founder of Axia8 Ventures



# COLIZEUM'S PILOT PROJECT

Colizeum will take off together with **Dystopia:**  
**Contest of Heroes** – Colizeum version:  
**Dystopia: Colizeum.**

**Play-2-Earn version of Dystopia** will be the Pilot  
game on the Colizeum platform which will use the  
Colizeum SDK features and utilize \$ZEUM token.





# ROADMAP

Aug 5th

Sept 25th

Oct 20th

Oct 29th

Q1 2022

Q1 2022

Q2 2022

Q3 2022

Seed and  
Private Rounds  
Start

Seed and Private  
Rounds Closed  
  
Raise target  
\$4,937,500

DYSTOPIA - COLIZEUM  
mobile game beta  
version published to  
AppStore & PlayStore

Private strategic round  
started  
  
Raise target  
\$3,475,000

**IDO**




NFT card pack  
drop

First public beta  
SDK

COLZIEUM  
marketplace



# UTILITY TOKEN COMPARISON

	 BAT	 Enjin	 Chilliz	 Collizeum
Launched	2017	2017	2018	2021
Market Cap	\$993,372,498	\$1,145,756,570	\$1,627,883,556	N-A
Fixed Supply				
Max Supply	1,500,000,000	1,000,000,000	8,888,888,888	1,000,000,000
Industry	Advertising	Gaming	Sports	Gaming
Voting				
Staking Loyalty Program				
Staking to Earn				
Has Product				
Refferal Program				
World Class IP				
Mint NFT				
Token	ERC-20	ERC-20	ERC-20	ERC-20
Developer SDK				
Prediction Market				



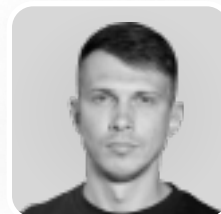
# TOKENOMICS

Total Supply: 1 000 000 000

	In Tokens	In %	Initial Unlock %	In Tokens	Cliff	Vesting	USD price
Seed Round	70,000,000	7.000%	5.00%	3,500,000	3	18	CLOSED
Private Round	130,000,000	13.000%	7.50%	9,750,000	3	18	CLOSED
Strategic Round	50,000,000	5.000%	10.00%	5,000,000	3	18	\$0.055-\$0.074
IDO	3,500,000	0.350%	100.00%	3,500,000	0	0	\$0.0750
Team	190,000,000	19.000%	1.75%	3,325,000	3	21	
Strategic Parterships	150,000,000	15.000%	1.75%	2,625,000	0	24	
Marketing Treasury	70,000,000	7.000%	0.00%	0	1	23	
Token Liquidity	50,000,000	5.000%	35.00%	17,500,000	1	6	
DAO fund	50,000,000	5.000%	0.00%	0	12	36	
Community incentives	100,000,000	10.000%	3.00%	3,000,000	0	36	
Liquidity mining	50,000,000	5.000%	3.00%	1,500,000	0	12	
In-game reward program	86,500,000	8.650%	3.00%	2,595,000	0	48	
Total	1,000,000,000	100%	5.23%	52,295,000			



# THANK YOU FOR YOUR ATTENTION



**Davis Ziedins**

Co-founder

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