COLIZEUM

Cloud-based Tokenized Play-To-Earn Game Modes, Prediction Markets and Global Attention Marketplace for the Gaming Industry

DYSTOPIA
CONTEST OF HEROES

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 **expirience** 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 $7.24B in the next 5 years.
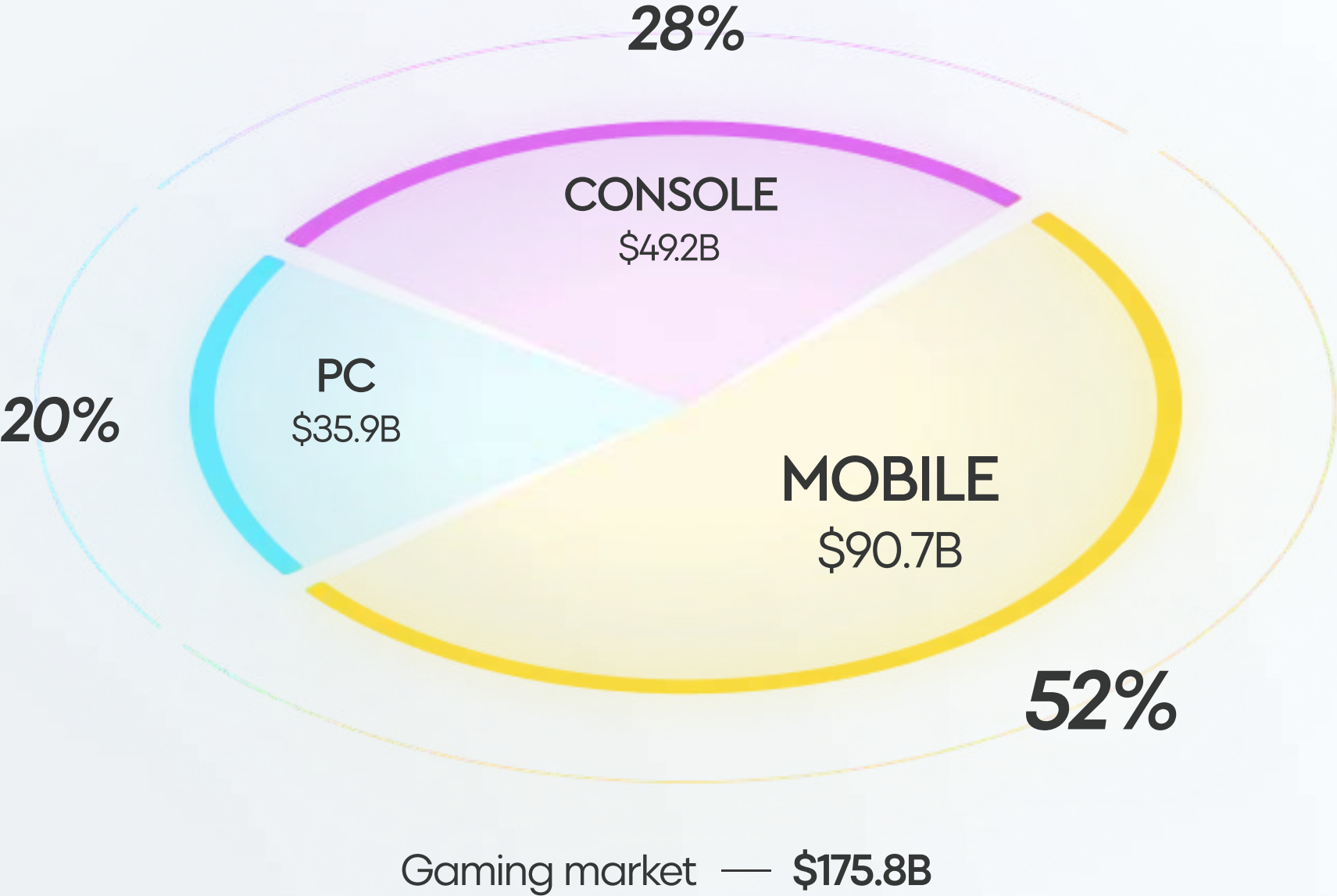
Market inefficiencies

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.
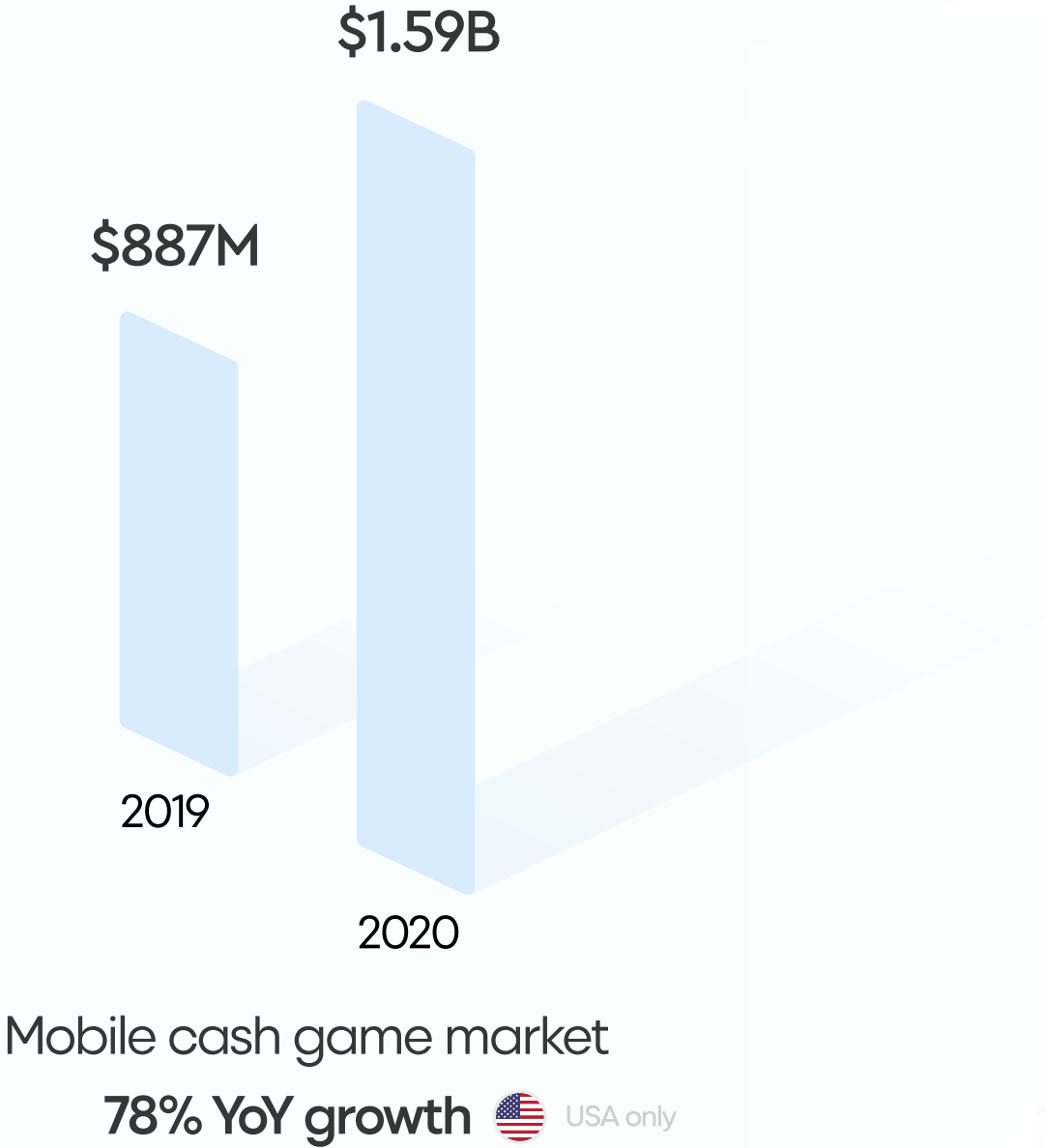
COLIZEUM

MARKET SIZE

28%

CONSOLE
$49.2B

PC
$35.9B

20%

MOBILE
$90.7B

52%

Gaming market — **$175.8B**
USA

2021 Q1 earnings

$32B

80 BN mobile game downloads in 2020

8% YoY

Estimated mobile game revenue in 2021

$120B

$1.59B

$887M

2019

2020

Mobile cash game market

78% YoY growth 🇺🇸 USA only

COLIZEUM

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.

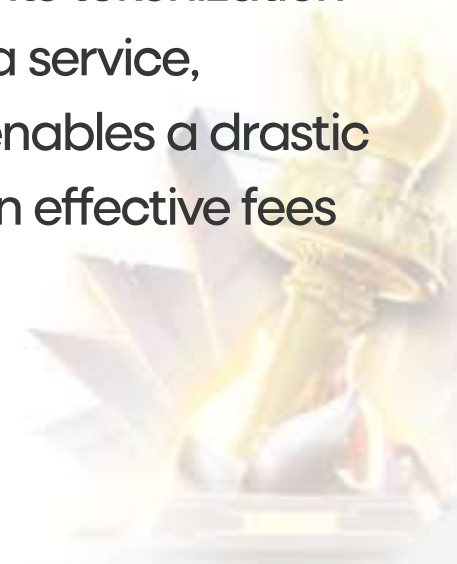Ad Exchanges not only keep the lions share of revenues to themselves, but also exploit player data.

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

COLIZEUM

DYSTOPIA
CONTEST OF HEROES

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 requried 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 ttansparency and instanteneity of payouts, it becomes a game-changer.

New frontier of competitve 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.
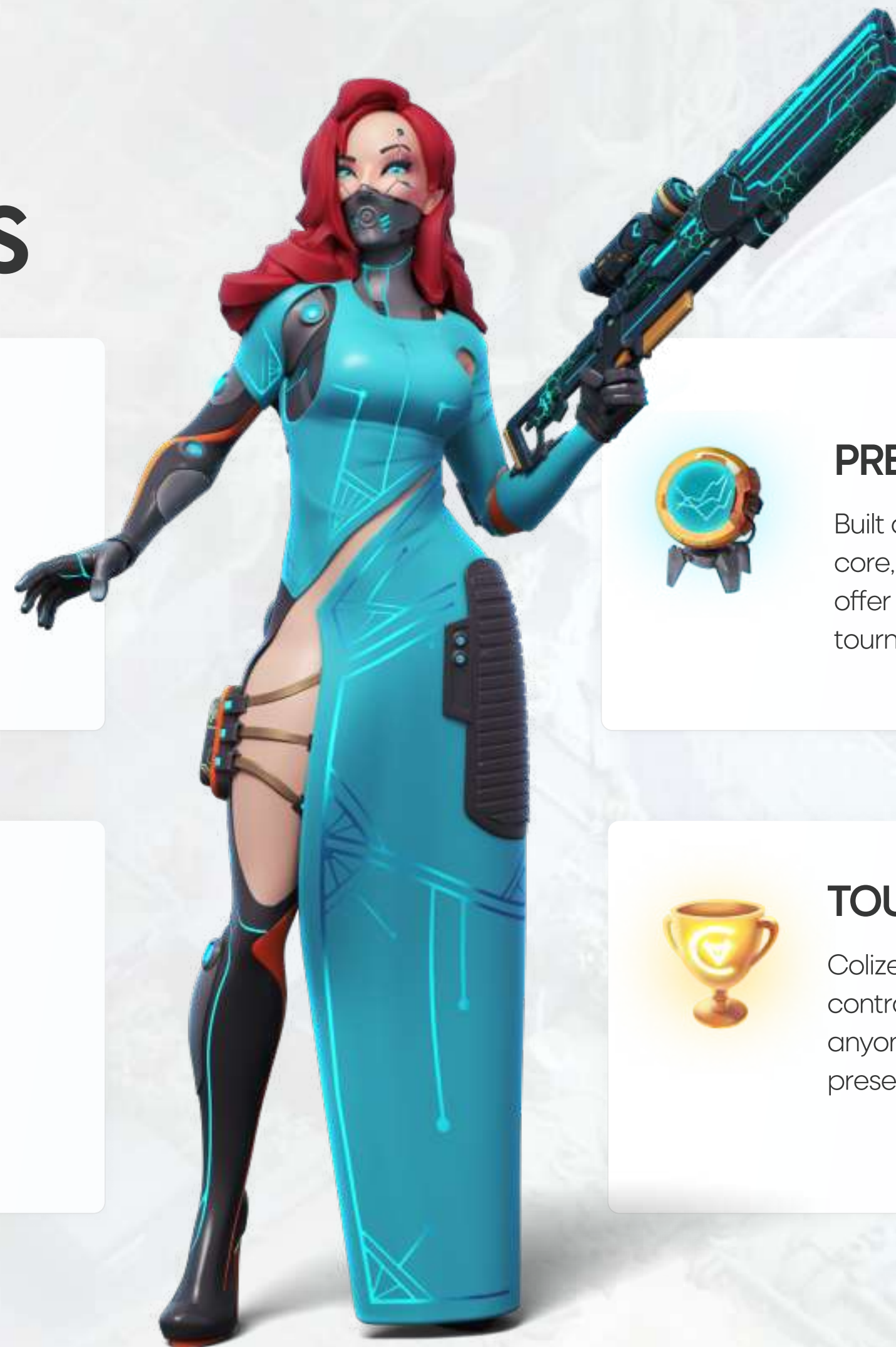
PREDICTION MARKETS

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.

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.

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.
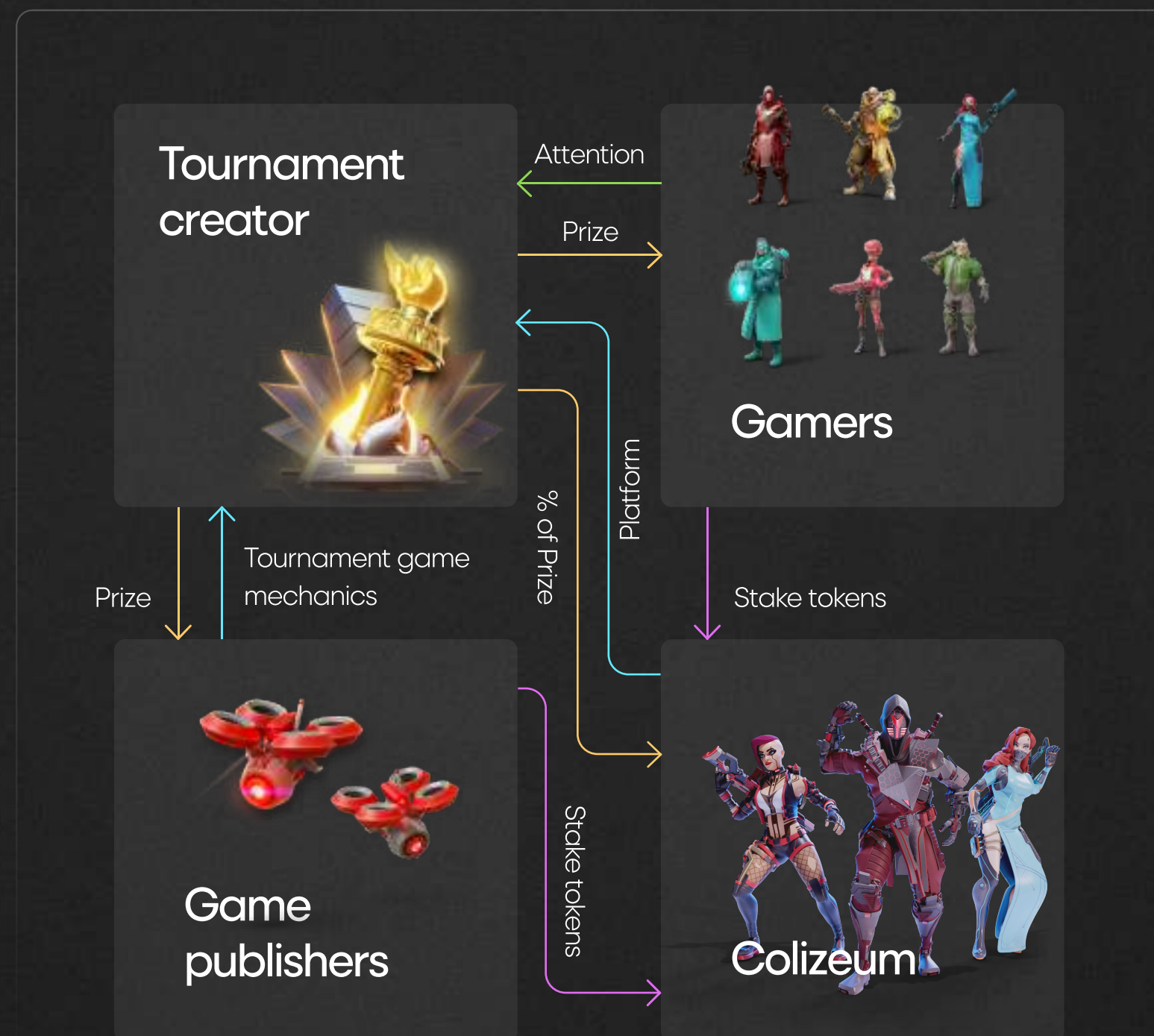
PLAY TO EARN

COLIZEUM

DYSTOPIA CONTEST OF HEROES

DEVELOPER — STAKE

COLIZEUM

EARN

PLAY — PLAYER

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

Tournament creator

Attention

Prize

Gamers

% of Prize

Platform

Prize

Tournament game mechanics

Stake tokens

Game publishers

Stake tokens

Colizeum

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.
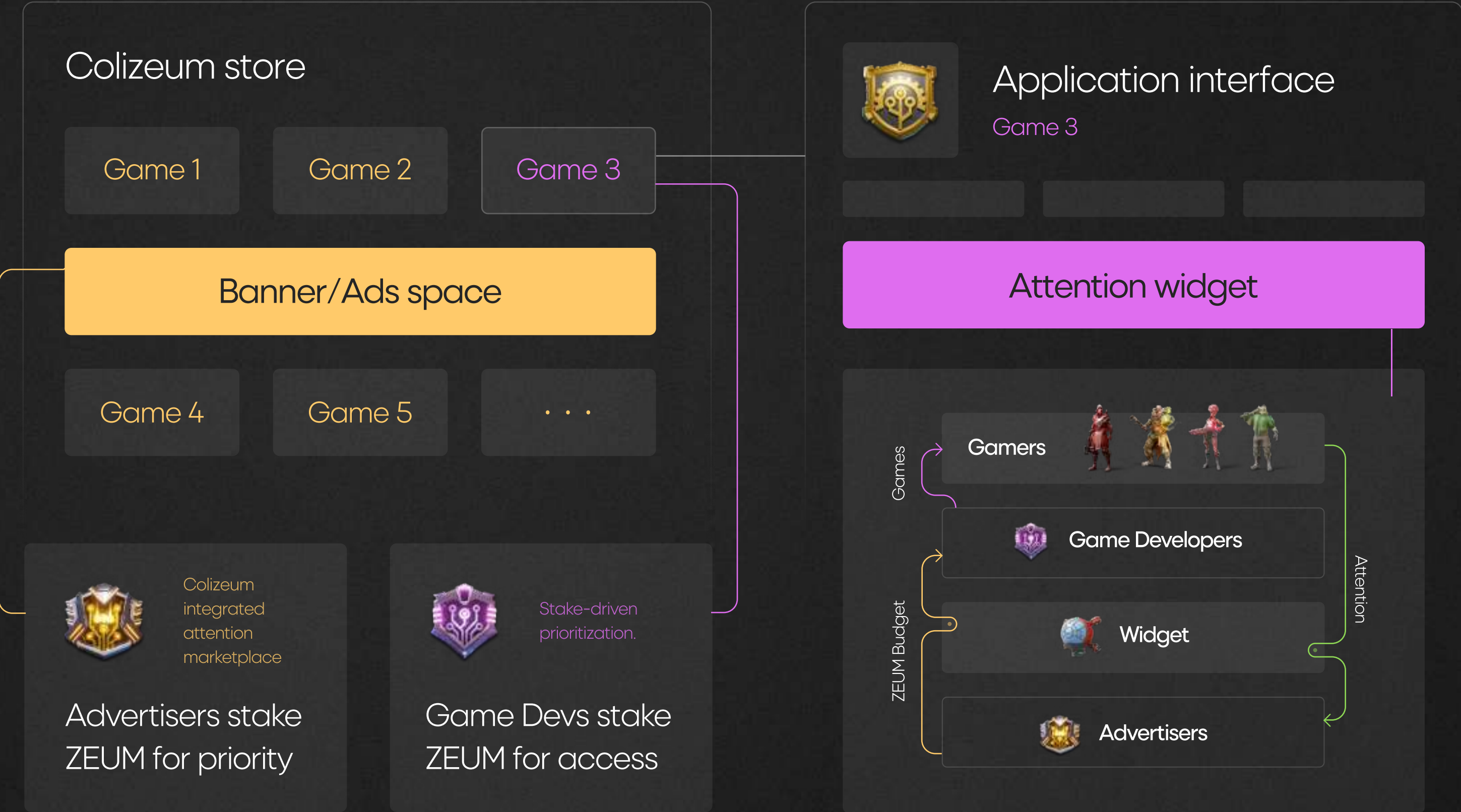
TOURNAMENTS 🏆 Part 2: Paid Tournaments

Tournament creator

Attention

10% of Prize

Gamers

Platform

Stake tokens to host a Paid Tournament

Tournament game mechanics

5 % of Prize

5 % of Prize

Game publishers

Stake tokens

Colizeum

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.
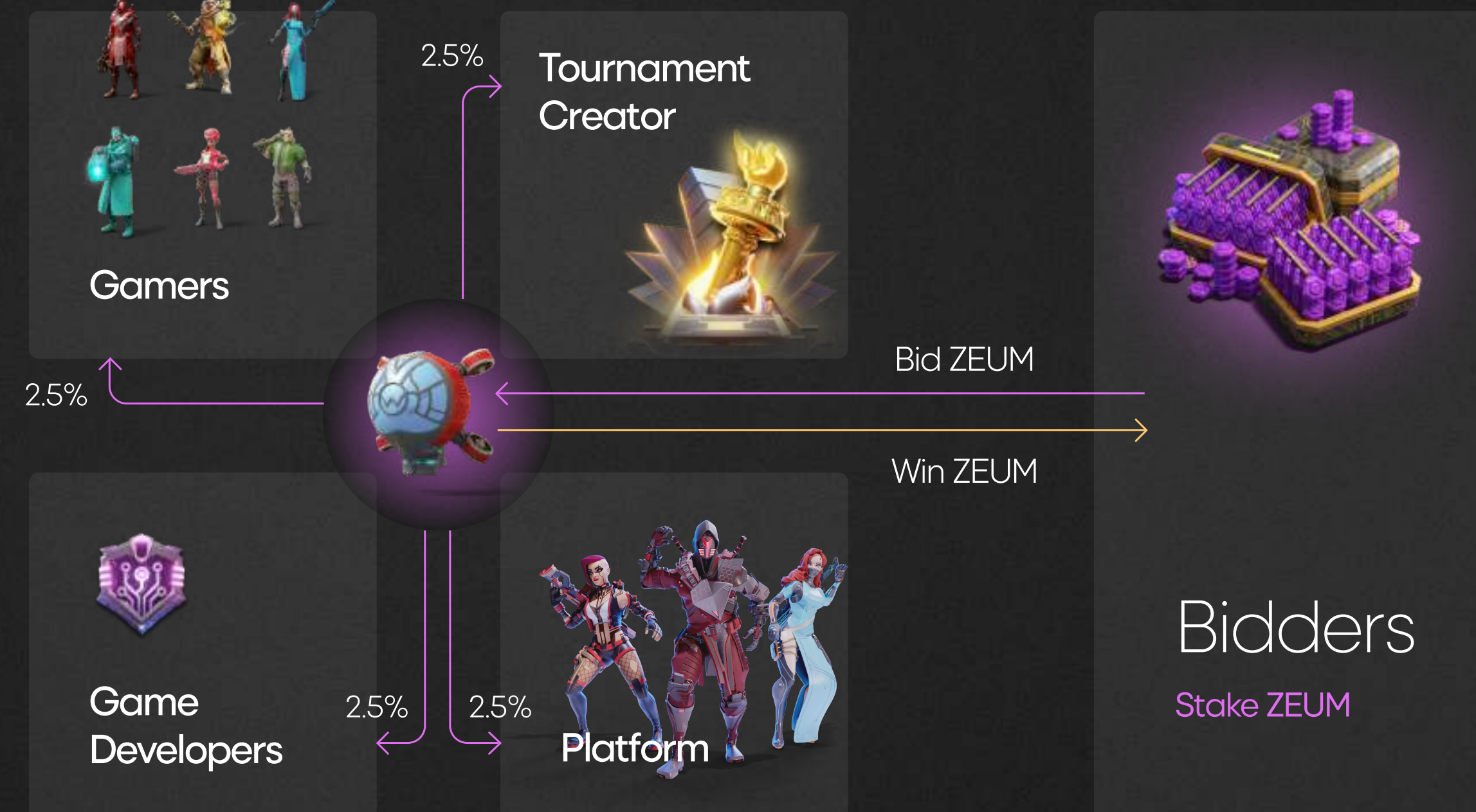
The amount contributed will define one's pro-rata allocation shall he or she be eligible (by e.g. winning the tournament). ~90% of the total prize pool is distributed back across the winning players (or likewise, those who have satisfied a more exotic criteria based on the in-game achievements).

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

Colizeum store

| Game 1 | Game 2 | Game 3 |

Banner/Ads space

| Game 4 | Game 5 | . . . |

Colizeum integrated attention marketplace

Advertisers stake ZEUM for priority

Stake-driven prioritization.

Game Devs stake ZEUM for access

Application interface
Game 3

Attention widget

Games

Gamers

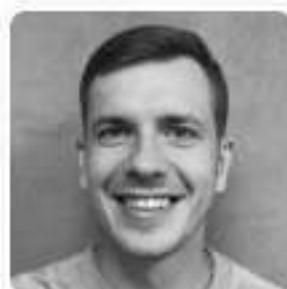Game Developers

ZEUM Budget

Widget

Attention

Advertisers

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

Gamers

2.5%

Tournament Creator

2.5%

Game Developers

2.5%

2.5%

Platform

Bid ZEUM

Win ZEUM

Bidders
Stake ZEUM

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

Edgars Vecozolins
CEO

edgars@colizeum.com

Davis Ziedins
Co-founder

davis@colizeum.com

Arnis Lielturks
CTO

arnis@colizeum.com

Bert Mouler
Token Economics Engineer

bert@colizeum.com

Denis Voskvitsov
Crypto Product Advisor

denis@colizeum.com

Jessica Khater
Master of Coin

jessica@colizeum.com

Toms Zvirgzdins
Head of Communication

toms@colizeum.com

Karlis Liepins
DeFi Manager / Market Maker

karlis@colizeum.com

Girts Vikelis
Head of Operations

girts@colizeum.com

Taras Pasechnik
Development Project Manager

taras@colizeum.com

TEAM'S PREVIOUS PROJECTS

XAI FUND / Nasdaq
First altcoin index fund. Listed on NASDAQ.
🔗 xai.fund
2013

Beetroot Lab
First company to integrate defi and smart contracts in mobile games.
🔗 beetrootlab.com
2014

STASIS
First regulated and audited EUR stablecoin.
🔗 stasis.net
2017

chiliz
First football fan engagement token contribution.
🔗 chiliz.com
2018

Amoveo
Open-source blockchain platform for financial markets and derivative contracts.
🔗 amoveo.io
2020

2012
BITCOIN FUND
First listed bitcoin fund and the most profitable fund ever set up.
🔗 Read Forbes article

2014
IHODL.
One of the first crypto media.
🔗 ihodl.com

2015
COMINO
First liquid cooling computer manufacturing company.
🔗 comino.com

2016
SIX NINES
Liquid cooled GPU rendering farm for AI and deep learning applications.
🔗 sixnines.se

2017
EXA WALLET
The First Secure & Shared Monero Wallet.
🔗 wallet.exan.tech

2019
Defix / Nasdaq
First decentralized finance index fund listed on NASDAQ.
🔗 defix.fund

PARTNERS

CEX·IO

IHODL.

COINTELEGRAPH

∫

Amoveo

Fintelum

STASIS

COMINO

Beetroot Lab

Israeli Blockchain Association

COLIZEUM

DYSTOPIA
CONTEST OF HEROES

CONTRIBUTORS

COLIZEUM

DYSTOPIA

Deribit

AU21 CAPITAL

AXIA8 VENTURES

BASICS CAPITAL

GOOD GAMES GUILD

M6

MAGNUS CAPITAL

SevenX Ventures

gate.io labs

MARKET ACROSS

TMk.

BLAGO capital

DUTCH CRYPTO INVESTORS

MILENIAL CAPITAL

KERNEL VENTURES

KARDIA VENTURES

OIG ORACLES INVESTMENT GROUP

ATHENA VENTURES

ALVES VENTURES

Enzac Research

ONEMAX CAPITAL

ZBS CAPITAL

PLUTO Digital

DWEB3 CAPITAL

LD CAPITAL 了得资本

COLIZEUM

DYSTOPIA

CONTRIBUTORS

eX
Exnetwork Capital

Israeli
Blockchain
Association

OCTOPUS CC

REDLINE CAPITAL

CryptoDiffer ©

AUSSIE
CAPITAL

CRITERION

TKX CAPITAL

INVESTMENT
SOLUTIONS AG

seedThrift
VENTURES

ARDURA
VENTURES

KPG
Krypto Playboy Group

MC
VENTURES

AVALON WEALTH CLUB

TESTIMONIALS

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

Evgeny Vlasov   Comino, CEO

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

Damian Merlak   BitStamp, 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 it's way to accomplish both".

Alexander Rugaev   AE Ventures, Founder

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

Gregory Klumov   Stasis, CEO

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

Sergey Troshin, Ph.D.   Six Nines, CEO

COLIZEUM

DYSTOPIA
CONTEST OF HEROES

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   BASICS CAPITAL   Founder of Basics Capital

"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   AU21 CAPITAL

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 dentify 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   AXIA8 VENTURES   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	Septh 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

COLIZEUM

DYSTOPIA
CONTEST OF HEROES

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 Loyality 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	60,000,000	6.000%	5.00%	3,000,000	3	18	CLOSED
Private Round	130,000,000	13.000%	7.50%	9,750,000	3	18	CLOSED
Private Strategic Round	50,000,000	5.000%	10.00%	5,000,000	3	18	$0.055-$0.074
Public Sale	13,500,000	1.350%	25.00%	3,375,000	3	3	$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%	5.17%	51,670,000			

THANK YOU FOR YOUR ATTENTION

Davis Ziedins
Co-founder

davis@colizeum.com
@davisziedins

Office: Baarerstrasse 135,
Zug, ZG 6300, Switzerland.

info@colizeum.com
t.me/colizeumcom

COLIZEUM

DYSTOPIA
CONTEST OF HEROES