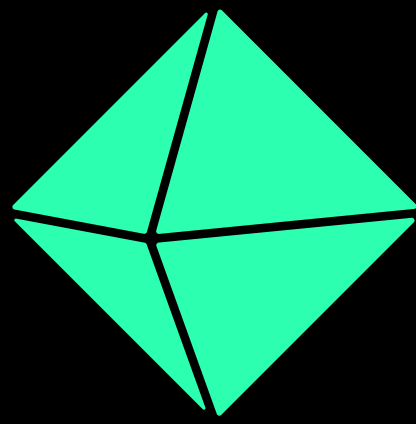


**MINTPLAY** 

**Revolutionizing Game Funding with NFTs & Community Engagement**

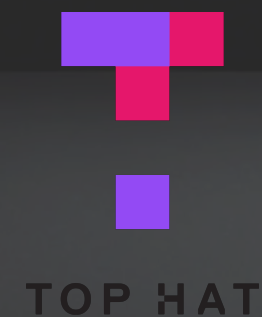
# Team

## Meet the Leadership.



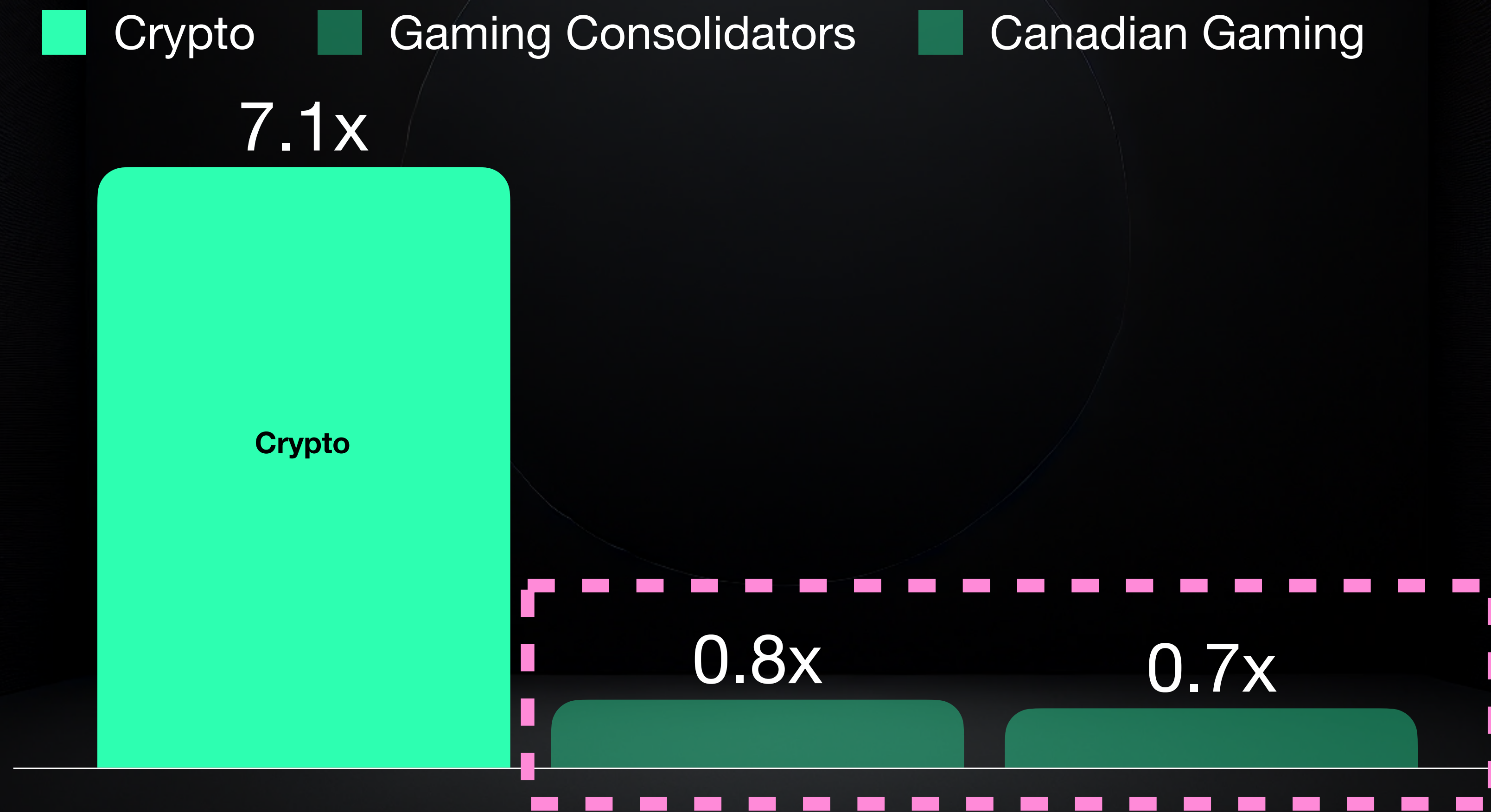
### Tom Grant

- Director at ether.fi, a DeFi company with +C\$10bn in assets, bringing extensive expertise building products used by millions of users, both in traditional tech and in the crypto & DeFi ecosystem.
- Formerly Director, Engineering at Reach Financial and Top Hat



# ▶ Public Market Perception

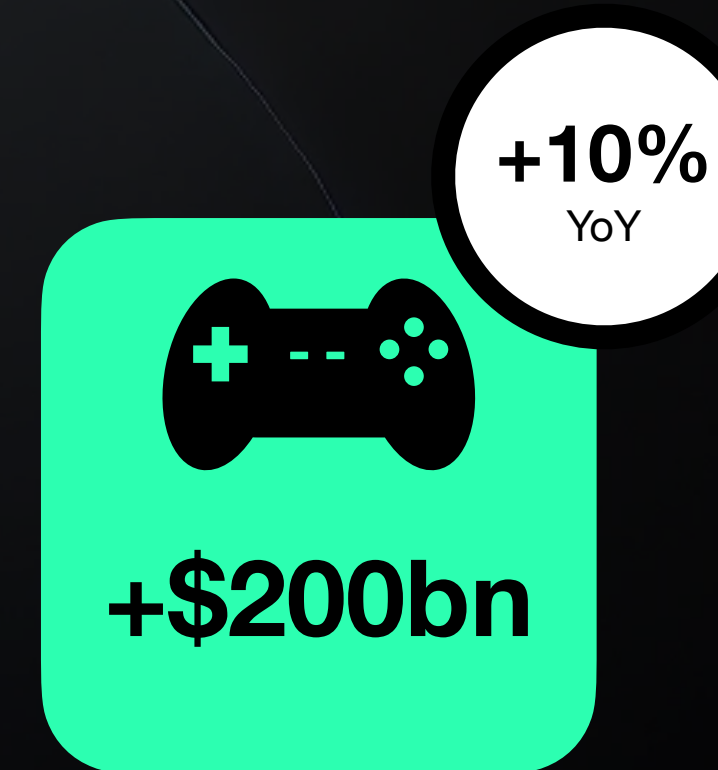
Crypto companies trade at a significant premium to gaming.



# ► Market Opportunity

Combining two of the largest global market segments.

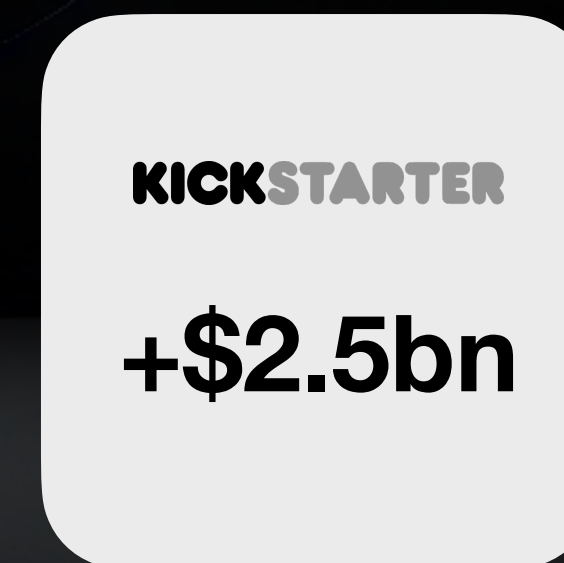
- **NFT Market Growth:** NFT sales for 2024 totalled \$8.8 billion, already surpassing the previous year's figure by over \$100 million.
- **Gaming Industry Size:** The global gaming market exceeds \$200bn and grows by 10% annually.
- **Crypto Market Expansion:** The cryptocurrency market is valued at over \$3.3tn and continues to see strong investment in gaming-related assets.



Global gaming market



Global crypto market



Raised for games via Kickstarter, highlighting a need for a pre-sale engine.

# ► Problem

## Issues in Game Development Funding.

- Traditional crowdfunding sites give rewards but little ongoing value.
- Steam limits developers' ability to launch pre-sales for games.
- Many NFT-based gaming projects focus more on speculation than actual gameplay.
- Gamers often feel disconnected from the funding process, reducing engagement.
- Crowdfunding platforms do not provide long-term funding solutions for game development.

# ► Solution - MintPlay

## A New Way to Crowdfund Games.

- Provides continuous funding for developers.
- Crowdsources risk for funding games, usually borne by studios & publishers.
- Rewards supporters with revenue-sharing opportunities.
- Offers both in-game and real-world benefits for NFT holders.
- Implements dynamic NFT pricing for sustainable growth.
- Strengthens community engagement by allowing NFT holders to benefit directly from game success.

# ▶ How It Works

## Dynamic NFT Supply & Pricing.

- **Continuous Minting:** NFTs are available anytime with dynamically adjusting prices.
- **Bonding Curve Pricing:** Prices increase algorithmically as more NFTs are minted, ensuring fair access and preventing artificial scarcity.
- **Early Adopter Benefits:** Initial backers secure lower-priced NFTs, incentivizing early investment and long-term holding.
- **Market-Driven Pricing:** Prices adjust based on demand, balancing availability and exclusivity.
- **Long-Term Growth:** As game popularity rises, NFT values increase, generating sustained funding and reinforcing project viability.

# ▶ Companion Collectibles

## Collectible Memecoins

- **Speculative Markets:** Memecoins supported by traditional Marketing and hype around game updates and launches.
- **Massive Memecoin Market:** For reference, the 1000th largest memecoin has a Market Cap of US\$25M, FDV (Fully Diluted Value) of US\$50M.
- **New Game, New Coin:** Each new game provides an opportunity to build hype and a new collectible set, supported by real marketing efforts.
- **Community-Friendly Tokenomics:** Supply largely community-oriented with small, vested carve outs for the Studio, Publisher, and MintPlay. Supports long-term value creation and community involvement, while maintaining massive top-end value potential.



# ▶ Revenue Model

## Revenue Sharing with NFT Holders.

MintPlay's revenue model is built on multiple income streams, ensuring financial stability and sustainable growth.

- **NFT Sales:** The core revenue driver, where players and investors purchase dynamic NFTs that grow in value
- **In-Game Purchases:** Players can buy exclusive skins, digital assets, and premium content.
- **Advertising & Sponsorships:** Partnerships with gaming and blockchain brands to feature in-game promotions and sponsorship deals.
- **Marketplace Fees:** MintPlay takes a percentage of secondary NFT sales, generating continuous passive revenue.
- **Subscription Model:** A premium membership offering exclusive perks, such as early access to new games, limited-edition NFTs, and VIP content.
- **Revenue-Sharing Mechanism:** A unique model where a percentage of all game-generated revenue is distributed back to NFT holders, ensuring long-term engagement.
- **Companion Collectibles:** Speculative markets with massive upside potential, supported by traditional marketing & hype for the games

# ► Revenue Split

**MintPlay revenue is distributed among all stakeholders.**

- **50%** reinvested into game development, or for new project launches.
- **15%** reinvested into game publisher, to support marketing & distribution
- **15%** allocated for platform maintenance, operational costs, and security enhancements.
- **15%** dedicated to strategic partnerships, research, and future innovations in blockchain gaming.

By integrating a multi-stream revenue model with strategic reinvestment, MintPlay ensures a stable, thriving ecosystem that benefits both developers and the gaming community.

# ► Revenue Projections

## Y1 Projections: \$14.8M

- Pre-Sales & Perk Purchases: **\$2M** on \$30M expected game sales
- Revenue-Share NFT Purchases: **\$6M** on \$30M expected game sales
- Time-Value of Held Capital (5% avg return): **\$400k**
- Collectible Memecoin Market (40% stakeholder supply): **\$6M** on \$15M FDV
- Marketplace Fees on NFT Trading: **\$400k**

*Assumes 3 Game Launches with Modest Success*

# ► Utility and Benefits

## Maximizing Value for Players and Investors.

- **Exclusive Digital Content:** Players can access limited-edition skins, weapons, in-game assets, and early beta testing opportunities.
- **Real-World Perks:** NFT holders gain access to exclusive merchandise, physical collectibles, and invitations to gaming events, meetups, and VIP experiences.
- **Tradeable & Appreciating Assets:** NFTs can be freely traded in secondary markets, allowing holders to profit from increasing value as the game ecosystem grows.
- **Community-Driven Development:** NFT owners can participate in governance decisions, vote on game updates, and engage in direct discussions with developers, ensuring player-driven innovation.

# ▶ Market Dynamics & Growth

## How MintPlay Creates Long-Term Growth.

- **Player Adoption Fuels Growth:** As more players join and engage with MintPlay-backed games, NFT demand and value increase.
- **Scalability Through Market Expansion:** The growing NFT market provides continuous funding, allowing for more extensive game development and improved features.
- **Quality Enhancements Drive Engagement:** Higher game quality leads to stronger player retention, fueling a reinforcing cycle of adoption and investment.
- **Innovation Through Community Feedback:** MintPlay encourages continuous innovation, with developers responding to player needs through NFT governance mechanisms.

# ► Competitive Advantage

## MintPlay's Unique Position in the Market.

- **Sustainable, Non-Speculative Model:** Unlike traditional NFT projects, MintPlay's funding structure is based on real economic activity rather than market speculation.
- **Rewarding Long-Term Holders:** Continuous revenue sharing and exclusive benefits ensure long-term engagement from NFT holders.
- **Transparent Revenue Model:** MintPlay's profit-sharing ensures financial alignment between developers and players, fostering trust and collaboration.
- **Empowering Game Developers:** MintPlay provides financial independence for developers, reducing reliance on large publishers and enabling creative freedom.

# ► Roadmap and Next Steps

## Strategic Development Timeline.

- **Phase 1:** Build the platform and establish early partnerships.
- **Phase 2:** Launch the first wave of NFT-backed games.
- **Phase 3:** Expand into global markets and onboard additional developers.
- **Phase 4:** Enhance platform features and introduce advanced financial tools.
- **Phase 5:** Solidify MintPlay as the leading decentralized game funding platform.

# MINTPLAY

## Revolutionizing Game Funding with **NFTs** & **Community** Engagement

**Developers:** Secure sustainable funding for your games.

**Players:** Invest in projects you believe in and earn rewards.

**Partners & Investors:** Help shape the next generation of decentralized gaming.



# ▶ Crypto Public Market Comparables

Company	Share Price	Market Cap	EV	EV / Revenue		
				LTM	CY 2025	CY 2026
	C\$	C\$M	C\$M	(x)	(x)	(x)
<b>Diversified/ Crypto Tech Focus</b>						
Bitdeer Technologies Group	\$26.80	\$3,950	\$3,788	7.1x	4.0x	2.3x
Galaxy Digital Holdings Ltd.	\$28.48	\$3,633	\$3,631	nmf	2.7x	2.1x
DeFi Technologies Inc.	\$4.55	\$1,474	\$1,467	9.1x	7.5x	7.8x
Sol Strategies Inc.	\$4.31	\$657	\$655	61.2x	nmf	nmf
Intchains Group Limited	\$6.06	\$363	\$265	5.7x	2.4x	nmf
Neptune Digital Assets Corp.	\$2.51	\$319	\$315	nmf	nmf	nmf
DMG Blockchain Solutions Inc.	\$0.36	\$72	\$84	2.5x	nmf	nmf
SOL Global Investments Corp.	\$0.40	\$47	\$76	nmf	nmf	nmf
LQWD Technologies Corp.	\$2.16	\$45	\$44	nmf	nmf	nmf
<b>Median</b>		<b>\$363</b>		<b>7.1x</b>	<b>3.4x</b>	<b>2.3x</b>

Source: Capital IQ

# ▶ Gaming Public Market Comparables

Company	Share Price	Market Cap	EV	EV / Revenue		
				LTM	CY 2025	CY 2026
	C\$	C\$M	C\$M	(x)	(x)	(x)
<b>Mid Market Consolidators</b>						
Embracer Group AB (publ)	\$18.45	\$4,153	\$6,103	1.2x	1.3x	1.2x
Stillfront Group AB (publ)	\$0.95	\$479	\$990	1.1x	1.1x	1.1x
tinyBuild, Inc.	\$0.11	\$44	\$32	0.6x	0.5x	0.5x
Enad Global 7 AB (publ)	\$1.76	\$156	\$136	0.6x	0.5x	0.4x
PLAYSTUDIOS, Inc.	\$2.53	\$315	\$188	0.5x	0.5x	0.5x
Paradox Interactive AB (publ)	\$29.06	\$3,069	\$2,921	8.8x	8.0x	7.8x
<b>Median</b>				<b>0.8x</b>	<b>0.8x</b>	<b>0.8x</b>
<b>Canadian Focused Gaming</b>						
Enthusiast Gaming Holdings Inc.	\$0.13	\$21	\$55	0.5x	0.6x	0.6x
Bragg Gaming Group Inc.	\$7.90	\$198	\$194	1.3x	1.1x	1.0x
East Side Games Group Inc.	\$0.52	\$42	\$33	0.4x	0.4x	nmf
ESE Entertainment Inc.	\$0.07	\$8	\$9	0.5x	nmf	nmf
Ionik Corporation	\$0.12	\$38	\$186	0.8x	0.7x	nmf
<b>Median</b>				<b>0.7x</b>	<b>0.7x</b>	<b>0.8x</b>

Source: Capital IQ