



**KIRIN**

# Web3 Social & Gaming Platform

*Investor Pitch Deck*

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[www.kirin.org](http://www.kirin.org)



# Overview

Advancements in Web3 over the past eighteen months have led to an explosion of blockchain games creating new economies of scale. New game mechanics are opening ways for users and developers to monetize almost every part of the Metaverse, and the latest AR/VR technology is redefining immersion. Unfortunately, the rush to capitalize on this massive opportunity has overlooked several barriers that have led to a complicated and overall underwhelming experience.



# Problem

Blockchain technology in Web3 allows anyone to directly monetize their audiences, however the resources and infrastructure needed to support this new “creator economy” are not easily accessible. Further, the skilled Web3 developers needed for blockchain gaming cannot keep up with the rate at which gamers are crossing over, creating poor user experiences and a highly fragmented ecosystem.

## Overview Of Barriers:

*Massive Deficit of Skilled Web3 Developers...*  
*Assets Created Lack Functionality/Interoperability...*  
*Complex Journey/Lack of Educational Information...*  
*Highly Fragmented/Poor User Experience...*

## Technical Barriers:

*Lack of web based rendering engines...*  
*Inability to mint your created assets...*  
*Lack of interoperability...*  
*Lack of customization (eg. changes to the body)...*



## Solution

The Kirin Creator Studio, a technical and economic infrastructure in the Kirin Metaverse, solves these issues by using AI and Machine Learning to create and mint interoperable avatars and user assets in a users web browser. The Kirin Creator Studio's "No Code" Suite and "Text to Render" generator will enable anyone to create their own virtual worlds. Kirin's proprietary data strategy and advanced editing techniques provide the high-quality, scalability, and missing resources needed to solve the developer deficit the industry is currently facing.



## Opportunity

“ Metaverse commerce is an \$8 trillion opportunity according to Goldman Sachs.

Eric Sheridan

Goldman Sachs Analyst ([Bitcoin.com](https://www.bitcoin.com), 2022)



# Opportunity

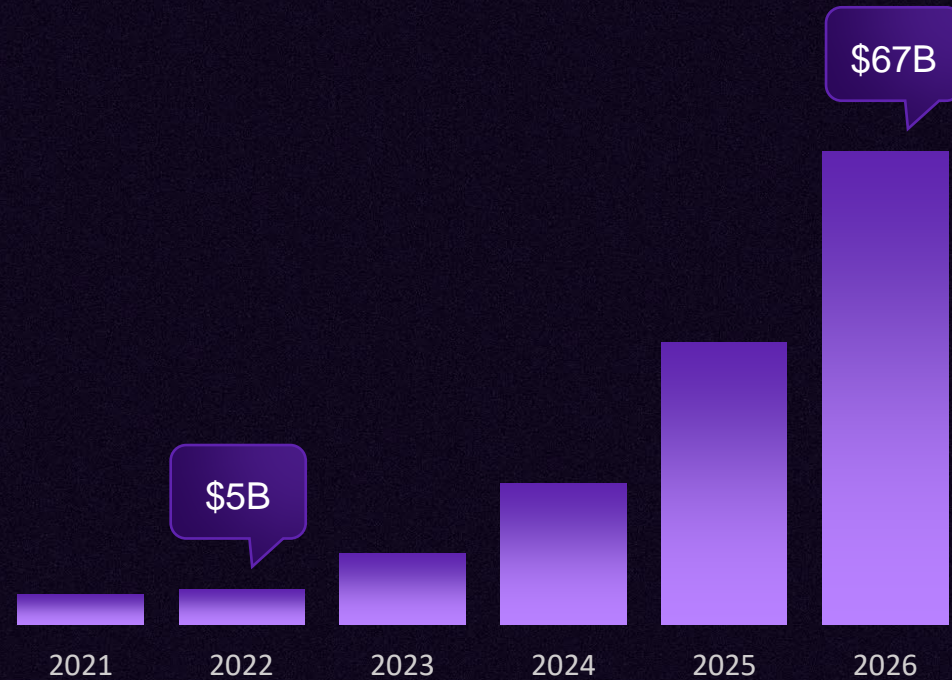
*Marketable Audience*





# Opportunity

*Global Blockchain Gaming Market Forecast*





# Competition

	Photorealistic?	Text To Render?	Can Be Minted?	.glb Downloadable?
Kirin Creator Studio	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Ready Player Me	✓ Yes	X	X	X
DoppelMe (cartoon only)	X	X	X	X
Placeit	X	X	X	X
OWN3D	X	X	X	X

\*.glb files are file types that display 3D objects and are consumed by 3D engines.





# Competitive Advantage

## Web3 Gateway

First and foremost, Kirin will serve as the gateway to blockchain gaming. True to the core principle of a decentralized Web3, Kirin will not have borders, and bridging or collaboration with any metaverse in Web3 will be seamless. Used as an entry point, users will access, build, play, collaborate, or compete with any blockchain game to create a thriving ecosystem.



# Competitive Advantage

## Kirin Creator Studio

With No Code and Text to Render, the Kirin Creator Studio empowers amateur gamers or seasoned developers at any skill level to create their own virtual worlds within the Kirin Metaverse. This will exponentiate onboarding and adoption of blockchain technology.

### Metaverse As A Service

*Web Based - accessible from browser. Omits need for a supercomputer*  
*Text to Render - create fully rigged 3D assets by simply typing in what you want to create*  
*Mint Your Assets - 3D upgrade to make assets ownable and immutable*

### No Code Creator Studio

*No knowledge of blockchain technology needed...*  
*Enter the metaverse at your own skill level...*

### One Avatar/All Of Web3

*Interoperable base rig with additional labels and attachment points allow for use in different environments*



# Product

## 1. Kirin Creator Studio

*No Code & Low-Code Developer Suites*

- Create photo realistic interoperable avatars
- Create photo realistic assets and environments
- Text to Render T2R
- Create 3D objects by simply typing in what you want
- Fully Rigged Models
- Create 3D objects ready for game play
- Lower costs and agile
- Bring Web2 Legacy games back to life
- Vintage games will bring their community with them
- Enhanced customer experience
- Low code users start with no programming experience
- Better security
- No code users learned low code in 1 month or less
- Low code users developed apps in 3 months or less



# Product

## 2. Kirin Gamer's Guild

*Community-First Governance*

- DAO governance - Decentralized
- Community voting powers
- Increased security - ledger shared by all members



# Product

## 3. Kirin Wallet

*Bring The Kirin Metaverse With You*

- Web 3.0 Wallet with Communication Interface
- Kirin Oracle - AI Virtual Assistant
- Public and Private Chat
- Google Chrome Extension
- Safari Extension



# Product

## 4. Kirin Marketplace

*Cross-Chain Interoperable Web3 Marketplace*

- Extensive Suite of in-game assets
- Anyone can trade
- Interoperable



# Product

## 5. AR/VR Hardware

*Blurring The Lines Between Web3 And Reality*

- Kirin Battle Suit
- Brings VR to Life
- Multi-Sensory Interactive Haptic Suit
- 360 degree control
- Vibration effects and Physical touch
- Audio-to-Haptics feedback



# Product

## 6. Metaverse-As-A-Service

*(MaaS)*

Empowering users with services and tools such as open communication, creation suites, and the desire to hang out for hours will create the environment needed for long term success.

Kirin's easily accessible resources will result in a scalable high-quality metaverse that is completely interoperable, creating clear paths for successful blockchain use cases.





# Earning For Players

**Unique game modes**  
**Crafting NFT pieces**  
**Sell items at Marketplace**  
**Gaming Competition**  
**Players**  
**Building metaverse NFT items**  
**Events**  
**Team Mode**  
**Staking**

## Learn To Earn (L2E)

With “education” being one of the greatest barriers to entry in the cryptocurrency and blockchain industry, the Kirin Learn-to-Earn program will be offered to everyone. Provide your external wallet address, and rewards will be transferred for completing certain tasks.

## Play To Earn (P2E)

Play-to-earn games uniquely pay players to dedicate their time and talent in return for native tokens. Often, these play-to-earn games require large upfront capital contributions that ordinary players cannot afford (just like real-life real estate or industrial assets). Kirin takes on that risk for the players and purchases assets within these game ecosystems, builds infrastructure and security to enable players to operate those assets, and provides incentives linked to the KIRIN token to promote strong yields and competition.

## Move To Earn (M2E)

Move-to-Earn allows earning passive income in cryptocurrency for performing physical activities in the real world. With the Kirin Battle Suit, movement in the real world is organically combined with the virtual world. Special applications calculate the amount of physical activity of players and turn this data into real compensation. This allows users an opportunity to earn income from physical activity.



# Tokenomics

*Total Token Supply: 2,000,000*

	Supply %	Tokens	Price	Vesting
Seed	3.5	70,000,000	.035	2.5% at TGE, 2-month cliff, 3.5% between months 4 to 30, 3% on 31st month
Strategic	8	160,000,000	.08	5% at TGE, 1 month cliff, 4% between months 3 to 25, 3% on 26th month
Private	7	140,000,000	.07	7.5% at TGE, 1 month cliff, 5% between months 3 to 20, 2.5% on 21st month
Public Round	2.5	50,000,000	.025	10% at TGE, 6 month linear vesting
Listing	3	60,000,000	.03	50% at TGE, 50% at second month
P2E, Staking	31	620,000,000	.03	1% at TGE, 0.5% between months 2 to 12, 1% between months 13 to 18, 2% between months 19 to 24, 5% between months 25 to 39 and 0.5% on the 40th month.

Continued on next slide...



# Tokenomics (Continued)

*Total Token Supply: 2,000,000*

	Supply %	Tokens	Price	Vesting
<b>Guilds</b>	1	20,000,000	.01	0% at TGE, 5.56% between months 13 to 29 and 5.48% on the 30th month.
<b>Ecosystem Foundation</b>	27	540,000,000	.27	0% at TGE, 5.56% between months 13 to 29 and 5.48% on the 30th month.
<b>Team &amp; Advisors</b>	10	200,000,000	.1	0% at TGE, 5.56% between months 13 to 29 and 5.48% on the 30th month.
<b>Liquidity</b>	4	80,000,000	.04	25% at TGE, 2.5% between months 2 to 12, 5% between months 13 to 21 and 2.5% on the last month
<b>Marketing</b>	3	60,000,000	.03	--



# Roadmap

## Phase 1: Vision & Creation

- ~~☒~~ *Concept and Vision of Kirin Metaverse*
- ~~☒~~ *Create Milestones, Strategy, and Timeline*
- ~~☒~~ *Launch Website v1 and Discord*
- ☐ *Kirin Creator Studio - Ver.1 Avatar Creator Studio*
  - ☐ *Avatar Studio to create life-like quality avatars*
- ☐ *NFT Marketplace Creation - Library of in-game assets*
  - ☐ *Drop on OpenSea*
- ☐ *Investor & Partner Relations*



# Roadmap

## Phase 2: Community & Connection

- ❑ *On going build - Ver.2 Kirin Creator Studio - Asset Generation*
- ❑ *Contract Audit*
- ❑ *Community Building - Airdrops, NFT Teasers, Kirin Lore*
  - ❑ *Community Rewards*
  - ❑ *Special Roles Awarded*
  - ❑ *Bug & Bounty Program Release*
- ❑ *Creation of Kirin Gamers Guild (Kirin DAO)*
- ❑ *DEX Listings*
- ❑ *Kirin Gamers Guild TGE - Mint Public Supply of KGG Tokens*
  - ❑ *Fair Launch*
  - ❑ *Create governance and guidelines*
  - ❑ *Allow community involvement with voting rights*
  - ❑ *Staking Program*
- ❑ *CEX Listings*
- ❑ *Team Expansion*
- ❑ *Outreach for Partner Program*



# Roadmap

## Phase 3: Development

- ❑ *Cont'd build - Ver.3 Kirin Creator Studio - Environment / Worlds*
- ❑ *Creation of Kirin dApps*
  - ❑ *Development of the Kirin Web 3.0 Wallet with Kirin MCP (Mass Communication Protocol)*
  - ❑ *Development of the Kirin Oracle*
    - ❑ *Google Chrome Extension*
    - ❑ *Safari Extension*
  - ❑ *Kirin Metaverse Land Sales*
  - ❑ *Creation of Kirin Creator Studio*
- ❑ *Kirin Battle Suit (Access by NFT only)*
  - ❑ *Hardware Development*
  - ❑ *Software integration to Kirin Metaverse*
  - ❑ *Hackathons & Tournaments*



# Roadmap

## Phase 4: Mainnet Launch

- ❑ *Kirin Multi-metaverse Mainnet Launch*
- ❑ *Onboarding of Vintage Games to KMV*
- ❑ *Kirin 3D Blockchain Game Release*
- ❑ *Kirin Genesis - Event Horizon*
- ❑ *RPGs / PVP / MMORPGs*



# Revenue Model

## Subscription-based models for Kirin Creator SDK

- *Plugins, embeds, SDK integration*

## Free to Play

- *Fee from in-game purchases*

## Trading Fees

- *Trading Fees from Marketplace*
- *Fee from purchasing items to play games*

## Token Sales

- *Plugins, embeds, SDK integration*

## Service Payments

- *Fee from uploading community design*
- *Fee from crafting items*

## Advertisement

- *In-game Advertisement Opportunities*

## NFT Sales and Trading

- *Fees from secondary trading*

## Hardware Fees for Kirin Battlesuit

- *Upgrade Fees*
- *Add on Fees*





# Pre-Seed Ask

*What we need to get started...*

**\$2,000,000**



# Use Of Funds

## Development of the Kirin Creator

- This project is already in progress!

## Team Building

- Creative Director
- Game Designer
- Lead UI Designer
- Marketing Manger
- BGSA - Blockchain Generative Story Architect

## Kirin Community (in progress)

- Discord contests & rewards

## NFT Marketplace expansion

- In-game assets

## Kirin dApp development

## Marketing & Advertising

- P/R
- Influencer Marketing

## Partnerships



# Co-Founders

Gerald Tautenhahn

< Co-Founder, Dev Lead >

Carl Tautenhahn

< Co-Founder, Project Lead >

Johnney Zhang

< Co-Founder, Operations >





# Team

**Florian Bodescu**

< Data Modeling, AI/ML >



**Jia Capin**

< Web3 Community Manager >



**Matty Baker**

< Video Producer >



**Anna Eagan**

< Digital Artist >



**Stevie Long**

< Lore Master >


**Darius Bodescu**

< Senior Web3 Developer >











# Contact Kirin



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