



AKARUN

INTRO 2024

 V1.2



AKARUN

READY. SET. **RUN!**

50+ TOKENS
IN-GAME

A play-to-earn, mobile-first game that combines real-time price performance with engaging and competitive gameplay.

Choose your favourite cryptocurrency and race it against others in a 30-second, all-out sprint with a crypto prize pool at the finish line... **Winner takes all!**

ETH



BTC



PROBLEMS IN WEB3 GAMING



ACCESSIBILITY

Web3 gaming still has a high barrier to entry. Wallet funding and management, bridging and staking all present challenges for non-native gamers.



GAMEPLAY

Few web3 games truly engage players with addictive and exciting gameplay mechanics. Most games rely solely upon earning potential to retain users.



DEVICE COMPATIBILITY

The 'desktop-first approach' in web3 gaming greatly reduces TAM; over 70% of gamers today play primarily on their smartphones.



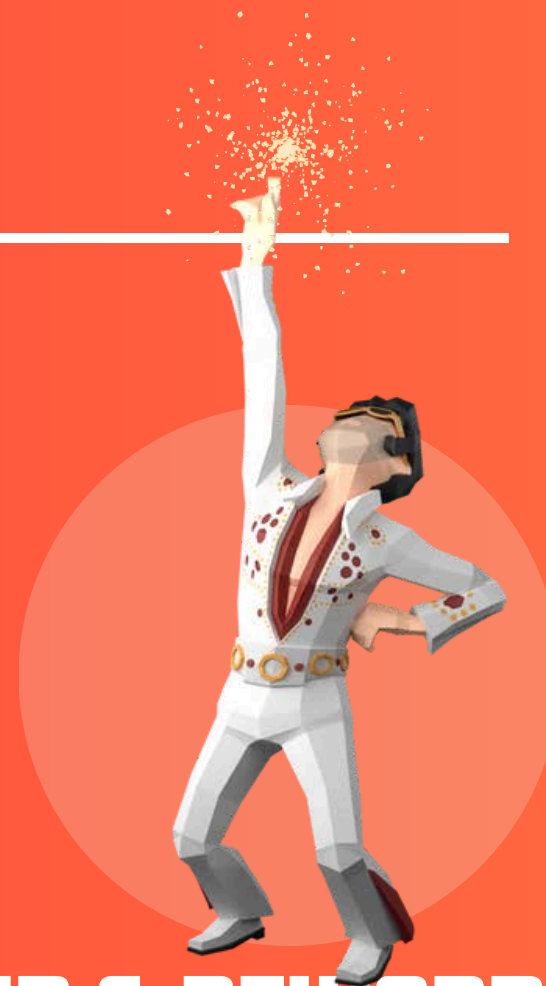
OUR SOLUTION



WEB2 FRIENDLY

Our game is aimed at both Web2 and Web3 gamers and is primed for mass adoption.

Fiat on-ramping and simplified onboarding make crypto gaming easier than ever!



FUN & REWARDING

Play against friends or strangers, with a wide variety of characters and locations.

High-octane sprints to the finish line, with high stakes and valuable rewards



MOBILE-FIRST

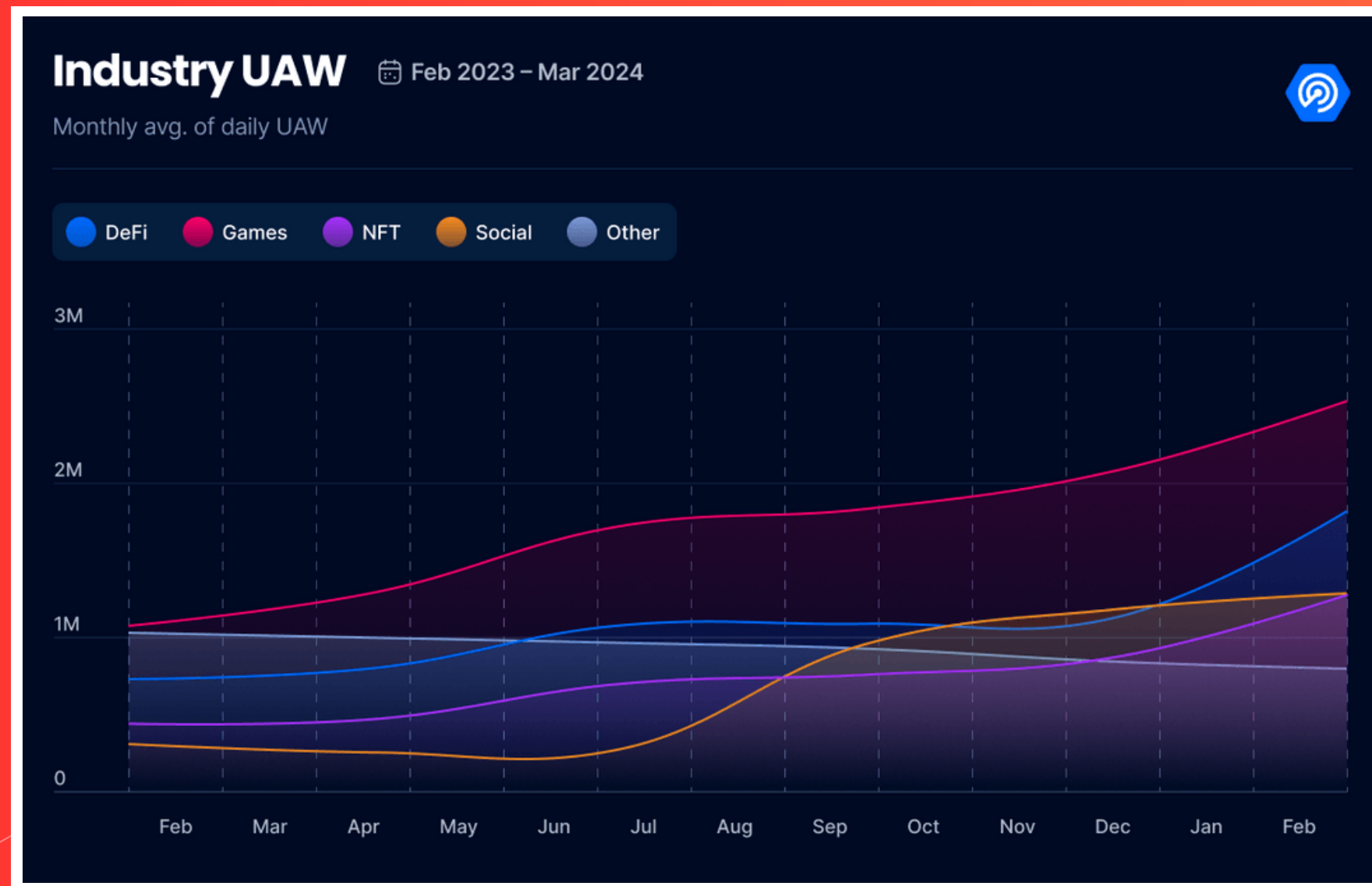
Download and play Akarun in minutes on Android, Apple or Desktop!

AKA token purchases and rewards can be managed directly in-app and via dedicated dashboard.



WHY NOW?

BLOCKCHAIN GAMING INDUSTRY GROWTH



Source: DappRadar "State of Blockchain Gaming in Q1 2024" Report

There were **2.1 million dUAW** (Daily Unique Active Wallets) recorded that were attributed to blockchain gaming in Q1 2024. **This number is up 59% from Q4 2023; gaming today makes up 30% of the total Unique Active Wallets across the blockchain industry.**

Alongside AI and DePIN, web3 gaming has captured considerable market share and remains a core narrative as the industry expands; this will only grow as games become better in terms of graphics, gameplay, monetisation, ownership and overall accessibility.

AKARUN represents an example of web3 innovation and token mechanics wrapped inside an easy to play, rewarding mobile-first game aimed at anyone with access to a device.

MARKET OPPORTUNITY

\$100B TAM
MOBILE GAMING

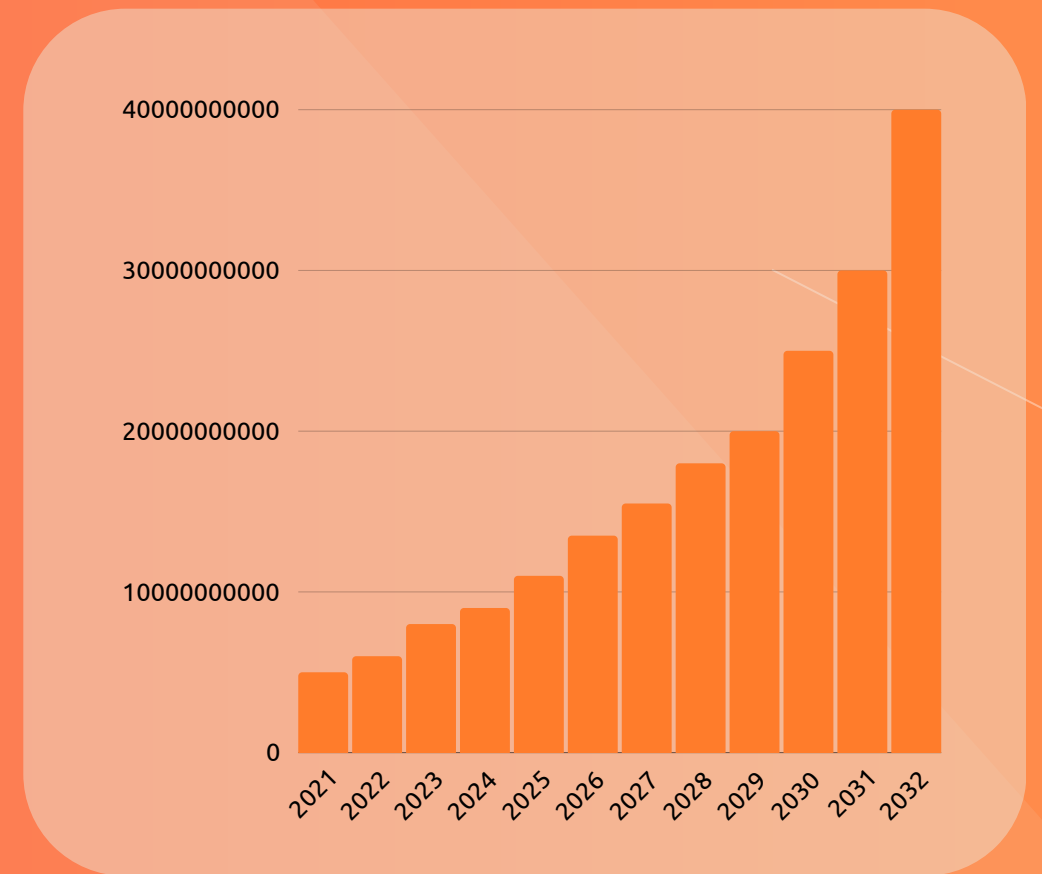


The mobile gaming industry is expected to reach \$209 billion by 2026, growing at a CAGR of 15%.

























Likewise, Web3 gaming continues to grow year on year, forecasted to hit \$40 billion by 2032.

AKARUN sits between two burgeoning corners of gaming, poised to capture considerable value and take pole position as a leading web3 mobile gaming app.

\$9B TAM
WEB3 GAMING



COMPETITIVE LANDSCAPE

	SIMPLE ONBOARDING	MOBILE FRIENDLY	PASSIVE EARNING	PROVABLY FAIR	FIAT GATEWAY	30D ACTIVE WALLETS
						TBD
						2,000,000
						21,000
						TBD

HOW IT WORKS

- 1 Players choose their favourite cryptocurrency and engage in virtual 30-second races
- 2 Their chosen token is personified by 3D characters, known as Akarunners
- 3 The running speed of characters depends on their respective token price, updated every 2 seconds
- 4 Players contribute AKA tokens to a prize pool and the race winner takes it all
- 5 4% of winnings reward NFT and Governance AKA holders

AKARUN leverages live cryptocurrency market data to influence the speed of in-game characters in real time.

AKARUN blends competitive running with **real-time** crypto market dynamics, offering a unique, engaging, and financially rewarding gaming experience.





BINANCE

REAL TIME DATA

**PRICE
UPDATED
EVERY
2"**

Akarun is designed for maximum adoption by integrating a hybrid Web2 approach while preserving the purity of real data through Web3 oracles and APIs.

Ensuring fairness and security with an average price derived from real-time market data from Binance, Chainlink, OpenZeppelin, and CoinMarketCap oracles, AKARUN creates a transparent environment for both casual bettors and crypto enthusiasts.

PRICE DATA PARTNERS:



Chainlink



OpenZeppelin



BINANCE



CoinMarketCap

IT'S ALL IN THE GAME

AKARUN brings the fun into web3 gaming, with an **ever-increasing roster of popular playable characters**, from meme tokens such as Pepe and Dogecoin to Elon Musk.

Meme Community Participation

AKARUN leverages the virality of meme tokens, enabling friendly competition between meme communities and creating network effects that ensure the continued growth of the AKARUN userbase.

Tournament Potential

AKARUN will allow for cross-community tournaments, onboarding entire ecosystems with the ability for rewards in tokens, digital prizes, or even physical items and IRL experiences.



FAQ

Max Stakes

In **matchmaking** runs, players can stake between \$1 and \$1,000. In **private** run, the stakes are unlimited and set by the players. All payments are exclusively in AKA.

Price Manipulation

To prevent market price manipulation and safeguard the race outcomes, Akarun does not list projects with a market cap **below \$10M**.

How Are Fees Split?

3.4% of each run is distributed proportionally to gAKA holders. **0.6%** is given as rewards to the NFTs involved in the races.

How Are Fees Paid?

Fees have a **30-day vesting** period and can be claimed via a dashboard showing real-time earnings. Unclaimed rewards are **auto-compounded**.



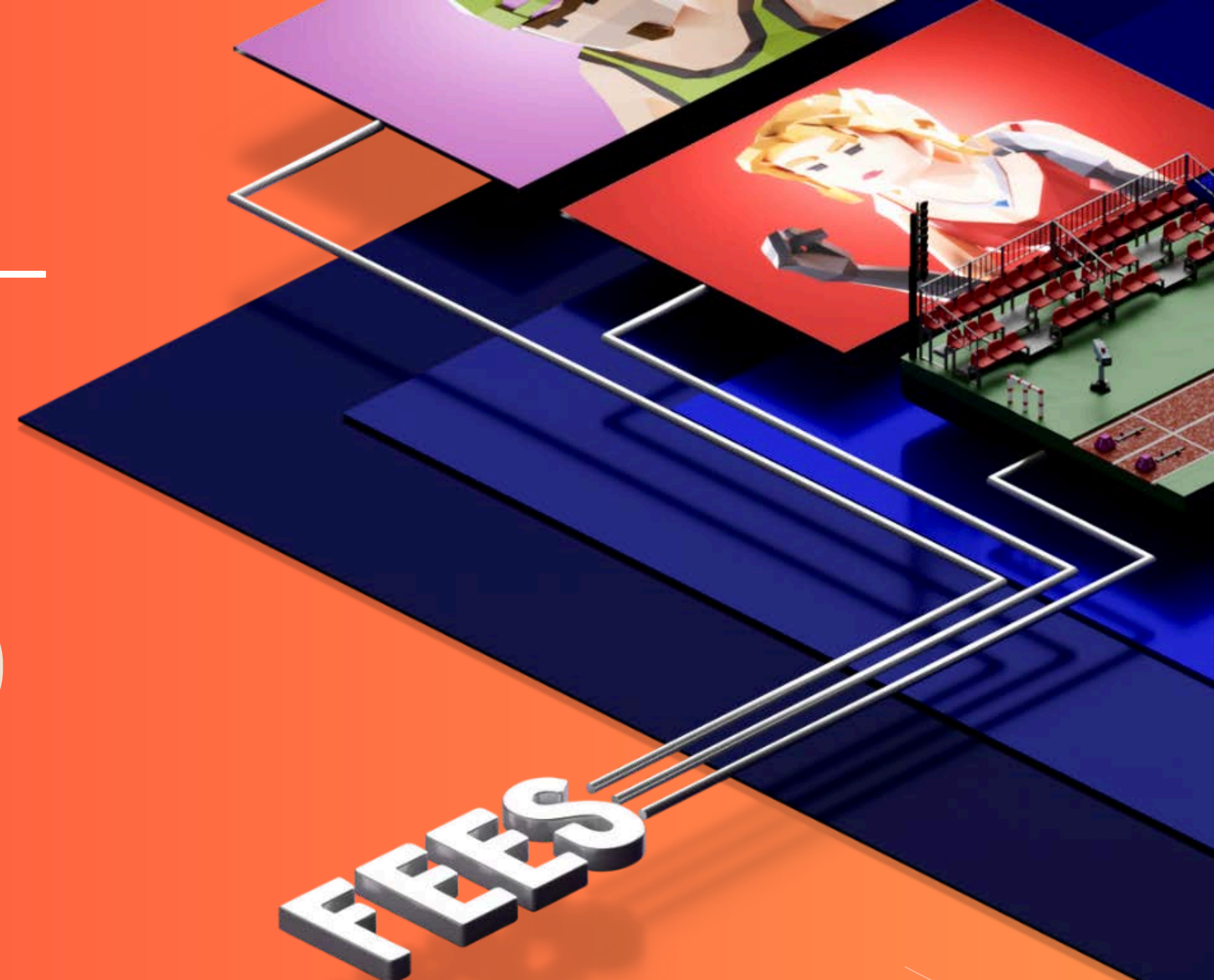
NFT OWNERSHIP

Both AKARUN characters and the tracks that they race are NFTs. These can be purchased to enjoy unique ownership rewards and opportunities.

Owners of AKARUN NFTs earn passive rewards every time their Akarunner or track is used in a race.

NFT holders also receive unique in-game privileges such as special skins, power-ups, exclusive dance moves, custom music and even increased earning rates.

Purchasable on Opensea, AKARUN NFT rewards are divided such that 0.6% of the total rewards from each race is allocated to the NFTs, with 0.2% going to each of the two Akarunners involved and 0.2% going to the track NFT holder.



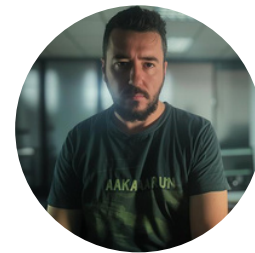
OpenSea

CORE TEAM



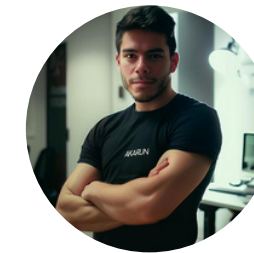
Jimmy Cutrino - COO

Senior Game Advisor at Gameloft and Creative Producer at MTV, he ventured into blockchain development in 2018.



Marco Genovese - CSO

Experienced in web3 startup ops, prev. led operations for large teams in Telecoms over 8+ years.



Joel Nici - CTO Web3

He has worked with successful blockchain projects, partnering with top-tier market leaders.



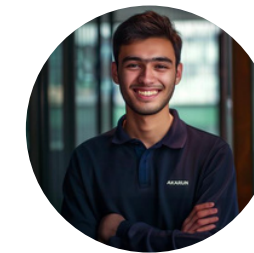
Parth Patel - CTO Web2

He has previously worked with Gameloft and Buildbox, honing his game development and design skills.



Evgeny Berdnikov - CMO

Specialised in full-cycle marketing strategy and management in B2B and B2C tech for 10+ years.



Rajan Buchiya - Art Director

With a rich background in digital art and animation, he has contributed to various projects, including Blizzard.



Hemdeep Patel - Unity3D

He has successfully worked on numerous projects, leveraging his expertise in Unity3D Technologies.



Alessio Luparelli - Devops

He excels in automating workflows, managing cloud services, and ensuring robust system performance.



Aleksandrs Maro - GM

With a strong background in driving growth and partnerships, he focuses on the Southeast Asian market.



ADVISORS



INNOVION



Dejan Horvat

CEO at Innovion. Advised and worked with over 200 projects including Wilder World, PAID Network and Polkastarter.



Laura Toma

VP PR and Partnerships at Innovion. 20 years in marketing with a deep influencer, CEX and partnership network.



Ged Alexander

Strategy lead at Innovion. Launched campaigns with leading projects such as AIOZ Network, Cartesi and 50+ more.



AKA TOKEN

THE LIFEblood OF THE AKARUN ECOSYSTEM

AKA is the primary utility token used within the AKARUN ecosystem. Players use AKA tokens to participate in runs, purchase NFTs, and engage in other in-game activities. Additionally, new characters can be unlocked by purchasing skins with AKA tokens.

Players can acquire AKA tokens through in-game purchases, participation in runs, marketplace transactions, and by purchasing them on CEX.

AKARUN DAO AND GAKA TOKEN

Operating on the Ethereum blockchain, AKARUN DAO is the governing body responsible for managing all decisions related to AKARUN, the AKA token, Akarunner NFTs, track NFTs, and any future products associated with the project.

The gAKA token, obtained by wrapping the AKA token, allows holders to receive an **impressive 3.4% of all gameplay** activities on Akarun. These earnings are distributed proportionally among all gAKA token holders on a regular basis.



**GAKA IS
EQUIVALENT
TO STAKING**

It continually earns 3.4% of all AKA played



TOKENOMICS & FUNDRAISING

	Token MNB	Supply %	Price	Raise	TGE	TGE %	IMC	Cliff	Vesting	Release
Private	2.56B	12.8%	\$0.00030	\$768K	128M	5%	\$56,320	1m	6m	Daily
KOL	700M	3.5%	\$0.00033	\$231K	35M	5%	\$15,400	1m	6m	Daily
Public	2.20B	11%	\$0.00044	\$968K	220M	10%	\$96,800	1m	4m	Daily
Liquidity	2B	10%						-	8m	Weekly
Incentives	2B	10%						-	12m	Weekly
Marketing	2.3B	11.5%						-	18m	Weekly
Team	2.6B	13%						6m	18m	Monthly
Advisors	600M	3%						6m	12m	Monthly
Treasury	5.04B	25.2%						-	36m	Weekly
TOTAL:	20B	100%		\$1,967M	383M		\$168,250			FDV \$8.8M

GTM STRATEGY



1 Beta User Incentives

Leading up to the launch on mobile, various beta user campaigns will incentivize early growth of our early user base and increase project visibility.

2 Meme Community Campaigns

Leveraging viral meme communities through engaging competitions, giveaways, and creative campaigns designed to grow the audience.

3 Influencer Marketing

Tapping into Innovion's deep influencer network to amplify marketing efforts and build hype around token launch.

4 Guerilla Growth

Bootstrapping early growth of the AKARUN community with quests and proven guerilla strategies from Innovion.



WE LOVE TO SHIP

The team has worked on Akarun for months to ensure optimal market launch readiness. We present a solid, market-ready project, not just an idea. Here's what has been accomplished so far:

GAME DEVELOPMENT

- ✓ Game dynamics design
- ✓ PC game development
- ✓ Off-chain DEMO version development
- ✓ On-chain LIVE version development
- ✓ Mobile game Beta version
- ✓ Integration of random matchmaking
- ✓ Jackpot integration
- ✓ Akarunner NFTs on OpenSea
- ✓ Track NFTs on OpenSea
- ✓ Original soundtracks
- ✓ Set up App Store and Google Play stores
- ✓ Analytics Firebase integration
- ✓ In-game advertising tools
- ✓ Testing and stress test

BLOCKCHAIN

- ✓ Development on Layer 1 Ethereum
- ✓ Development on Layer 2 Polygon
- ✓ Cross-chain gameplay setup
- ✓ Writing game-related smart contracts
- ✓ Writing fee distribution smart contracts
- ✓ Writing presale smart contracts
- ✓ ERC20 <> Polygon bridge
- ✓ CoinMarketCap, Binance, OpenZeppelin, and Chainlink API pricing integration
- ✓ Proprietary code for reading pricing across all DEX pools for listed tokens
- ✓ On-chain top-up and withdrawal
- ✓ Partnerships with Alchemy, OpenZeppelin, Polygon, Moralis, Chainlink, and more

MARKETING & COMMUNITY

- ✓ Marketing strategy creation
- ✓ Engagement of strategic partners
- ✓ Whitepaper writing
- ✓ Website preparation
- ✓ Marketing materials preparation
- ✓ Community warm-up on Telegram, X, Medium, and Reddit
- ✓ Establishing contacts with the MEME communities
- ✓ Dashboard management design
- ✓ Pre-listing on Etherscan and Polygonscan with AKA's logo and data
- ✓ Tournament logic and set up
- ✓ Akarun DAO set up - including gAKA

ROADMAP

STAGE 1

- Desktop Demo
- Mobile Beta iOS - Android
- Meme Character Integration
- Private & Public \$AKA Sales

STAGE 2

- Mobile Game Launch
- Rewards & NFT Dashboard
- CEX Listings
- OpenZeppelin Audit

STAGE 3

- Game Tournament
- New Meme Partnerships
- Ecosystem Partnerships
- In-Game Advertising

STAGE 4

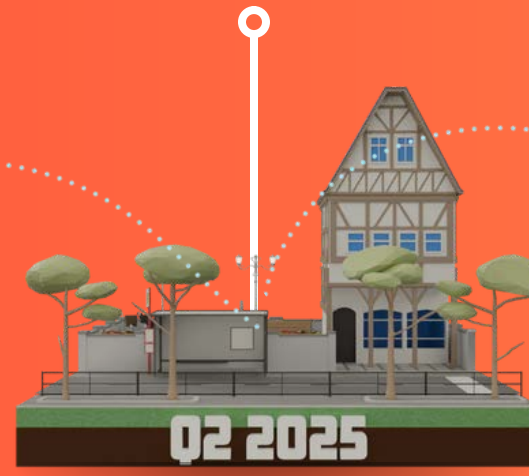
- Increased Player Capacity
- Mobile Wallet Integration
- Integration of stocks

STAGE 5

- In-App NFT Marketplace
- DeStorage integration
- UGC Character Customization

STAGE 6

- Cross-Platform Play
- Community Grants Program
- Token Incentivized Learning





THANK
YOU!

AKARUN

akarun.io

