



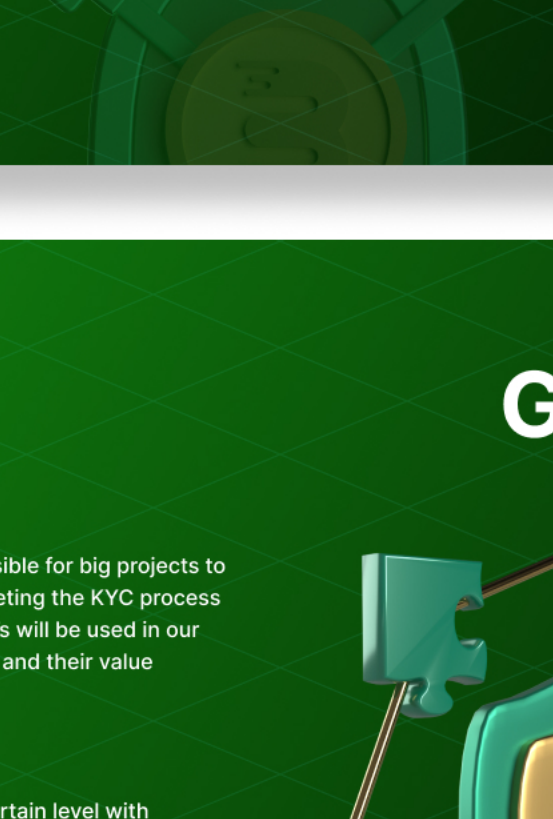
pitchdeck PUZZILAND

A window for the beginning of a big transformation
in the world of nft game and blockchain

www.puzziland.com

Pain

On this page, we have briefly reviewed some of the problems in the field of Play to Earn and NFT games.



Lack of dynamism

The projects whose NFT release time until the utility is implemented is a period of several months, during which the NFT owners still have their assets in the form of deposit and has no use for them and lead to their lack of dynamism

External dependence

The dependence of the increase in the price of NFTs on Ethereum and other business plans related to digital arts, is one of the biggest problems in this field, which makes NFT users lazy depositors.

Lack of a collective utility

One of the other problems of the existing NFTs and marketplaces is the lack of a collective utility that can be used by the public, including digital artists, which in addition to wandering and indecision of this group of users related to NFT and not using their capacities, it causes the decline of the value of art and mismatch of the price of art with the amount of time and art that is spent to create it.

Lack of general Knowledge

Most of the "Play to earn" games require a basic training, and this is enough to make most of the users to become indifferent to the income from these platforms.

Betting & Gambling

Betting and gambling sites are another problem that families have been dealing with for years and almost governments have not offered any solution but filtering this problem.

Say no to the real world!

Another fundamental criticism of the world of NFTs is that these assets are only digital.

Gain

Create mobility

In the PUZZILAND Game Marketplace, it is possible for big projects to release their NFTs ahead of time after completing the KYC process in order to get an initial capital, and their NFTs will be used in our various games until the main project is ready and their value increases by leveling up.

Physical Assets

In the PUZZILAND Game, users who reach a certain level with useful activities and leveling up the number of puzzle pieces will receive their valuable digital asset with exquisite material and the same number of pieces in physical form, and after completing it physically, they can sell it by auction in an event in 2023.

No chance for gambling

Since one of the main motivations of young people and teenagers to tend to these platforms is financial incentives and the dream of making a lot of money, the business model of this sector is very attractive for this intellectual group of the society and it is designed in such a way that even with strong dependence and continuous participation in this sector, people do not suffer financially. However, everything depends on the prudence and the intelligence of the user and nothing happens based on chance.



No High knowledge required

Since its more than 4000 years that the puzzle games exist, and all game users are well familiar with it and this game does not need any training, perhaps this is the first difference between PUZZILAND Game and other projects. This feature is able to change a large group of visitors and puzzle fans into Active players.

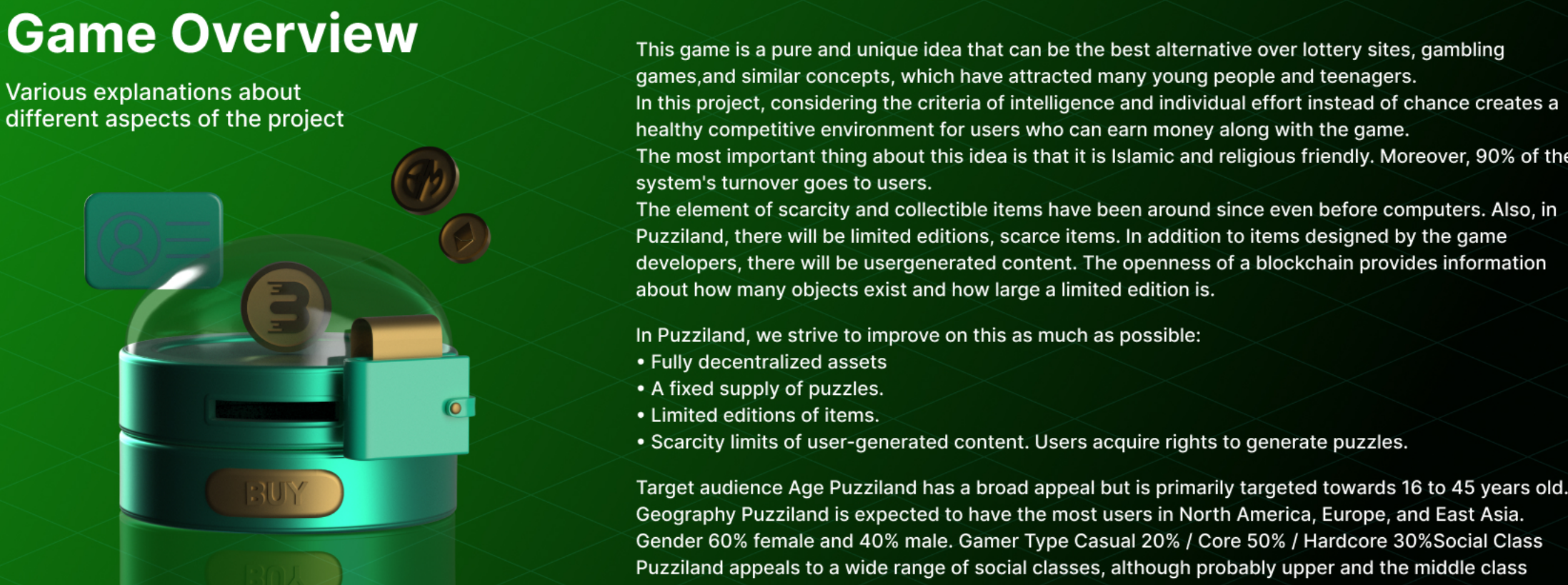
Profit higher than Ethereum inflation

By converting the digital arts into NFT, we turned them into puzzles, which, in addition to the inflation of Ethereum, increases the value of each NFT by applying it to a higher number of pieces, and since puzzle is a mental game, users have also engaged in mental exercise in addition to entertainment.

Utility making

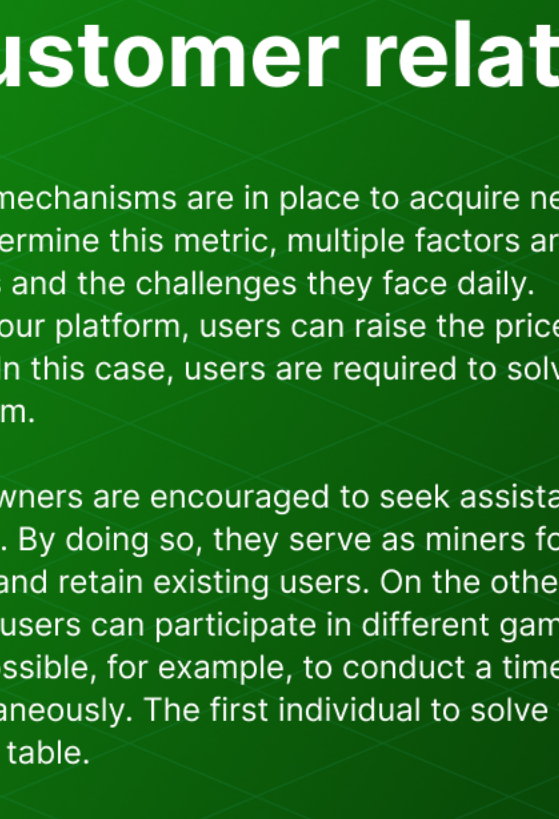
In PUZZILAND Game, it is possible for artists and NFT manufacturing companies to use the existing utility and create NFTs for players to use and sell them in the marketplace.

Process



Game Overview

Various explanations about different aspects of the project



This game is a pure and unique idea that can be the best alternative over lottery sites, gambling games, and similar concepts, which have attracted many young people and teenagers. In this project, considering the criteria of intelligence and individual effort instead of chance creates a healthy competitive environment for users who can earn money along with the game. The most important thing about this idea is that it is Islamic and religious friendly. Moreover, 90% of the system's turnover goes to users. The element of scarcity and collectible items have been around since even before computers. Also, in PUZZILAND, there will be limited editions, scarce items. In addition to items designed by the game developers, there will be user-generated content. The openness of a blockchain provides information about how many objects exist and how large a limited edition is.

In PUZZILAND, we strive to improve on this as much as possible:

- Fully decentralized assets
- A fixed supply of puzzles.
- Limited editions of items.
- Scarcity limits of user-generated content. Users acquire rights to generate puzzles.

Target audience Age PUZZILAND has a broad appeal but is primarily targeted towards 18 to 45 years old. Geography PUZZILAND is expected to have the most users in North America, Europe, and East Asia. Gender 60% female and 40% male. Game Type Casual 20% / Core 50% / Hardcore 30% Social Class PUZZILAND appeals to a wide range of social classes, although probably upper and the middle class because of the in-game monetization and economic system you need to contribute to.

Ethnicity and Religion: Ethnicity and religion have no bearing on PUZZILAND appeal. Age Rating : The game is rated PEGI71 for violence and PEGI12 for gambling and the use of crypto.

Customer relationship

What mechanisms are in place to acquire new users and retain existing ones?

To determine this metric, multiple factors are taken into consideration, including the role of miners and the challenges they face daily. Using our platform, users can raise the price level of their NFTs to sell them for a higher price. In this case, users are required to solve the puzzle using NFTs based on our platform.

NFT owners are encouraged to seek assistance from our users who have completed the puzzle. By doing so, they serve as miners for the owner of NFT, allowing us to acquire new users and retain existing ones. On the other hand, we also have our daily challenges in which users can participate in different games to win or collect other puzzles (NFTs). It is possible, for example, to conduct a time challenge in which users solve puzzles simultaneously. The first individual to solve the puzzle receives the entire amount of NFTs on the table.

As part of our marketing plan, we collaborate with puzzle-based games to attract new users and retain existing ones. We also offer users the opportunity to invite their friends to play with them and receive a bounce from us.



Market Prediction

- Puzzle game**: Total revenue is expected to show an annual growth rate (CAGR 2022-2026) of 7.49%, resulting in a projected market volume of US\$28.59bn by 2026.
- Jigsaw Puzzle**: Jigsaw Puzzle market size will reach USD 7701.1 million in 2028, growing at a CAGR of 1.6% over the analysis period.
- NFT**: Revenue is expected to show an annual growth rate of 27.26% resulting in a projected total amount of US\$8,412.00m by 2027.
- NFT Game**: The Global Play-to-Earn NFT Games Market Size is projected to reach USD 2917.20 million by 2028.
- Gaming industry**: The Gaming Market is expected to reach a value of USD 339.95 billion by 2027.
- Blockchain**: The global blockchain market is projected to grow from \$71.8 billion in 2022 to \$163.83 billion by 2029.
- Cryptocurrency**: The global cryptocurrency market size is projected to reach \$4.94 billion by 2030.
- Crypto Art**: The global crypto art market is expected to exceed revenue growth of USD 75 billion by 2028 with an annualized growth rate of 5% from 2021 to 2026.

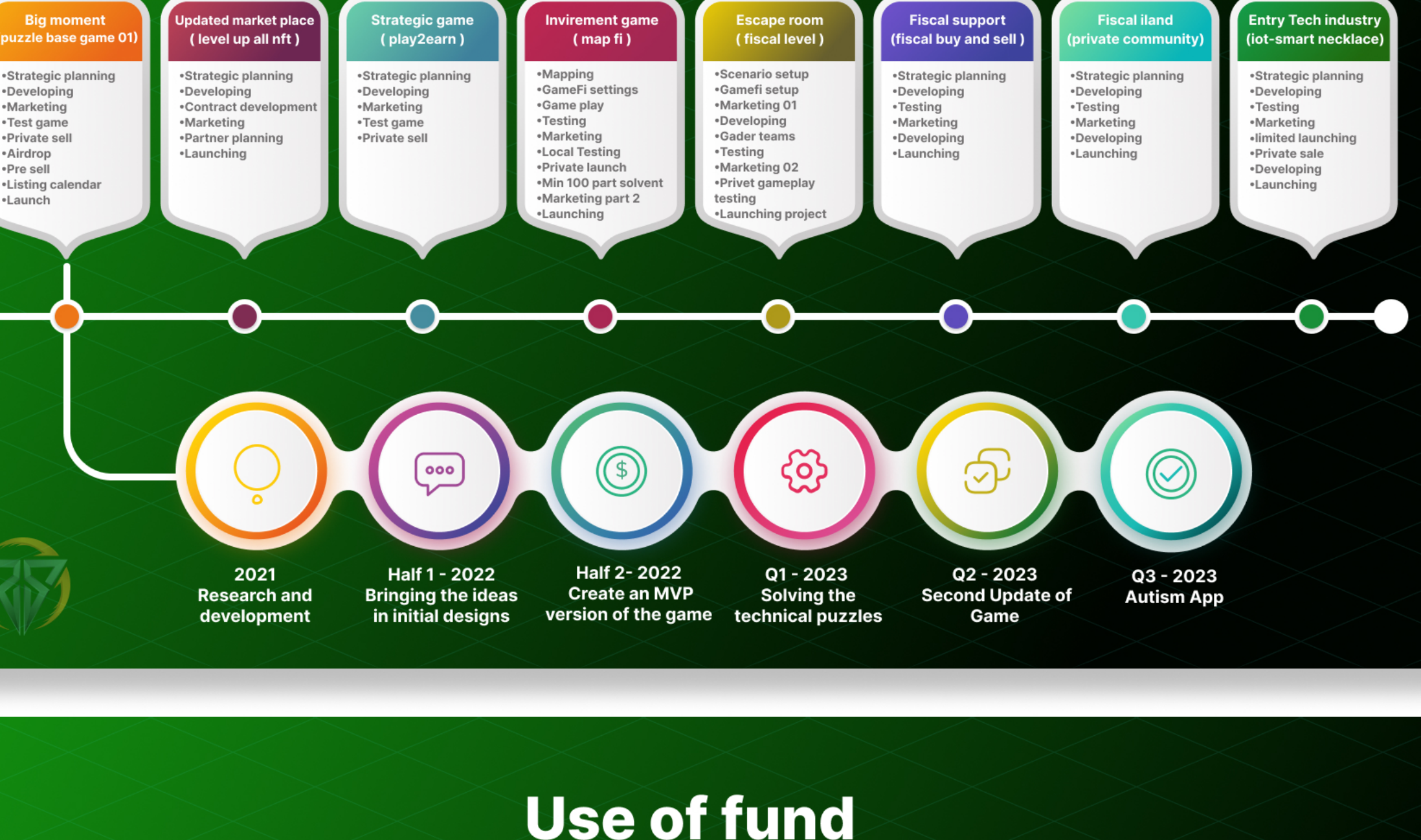
Token Distribution



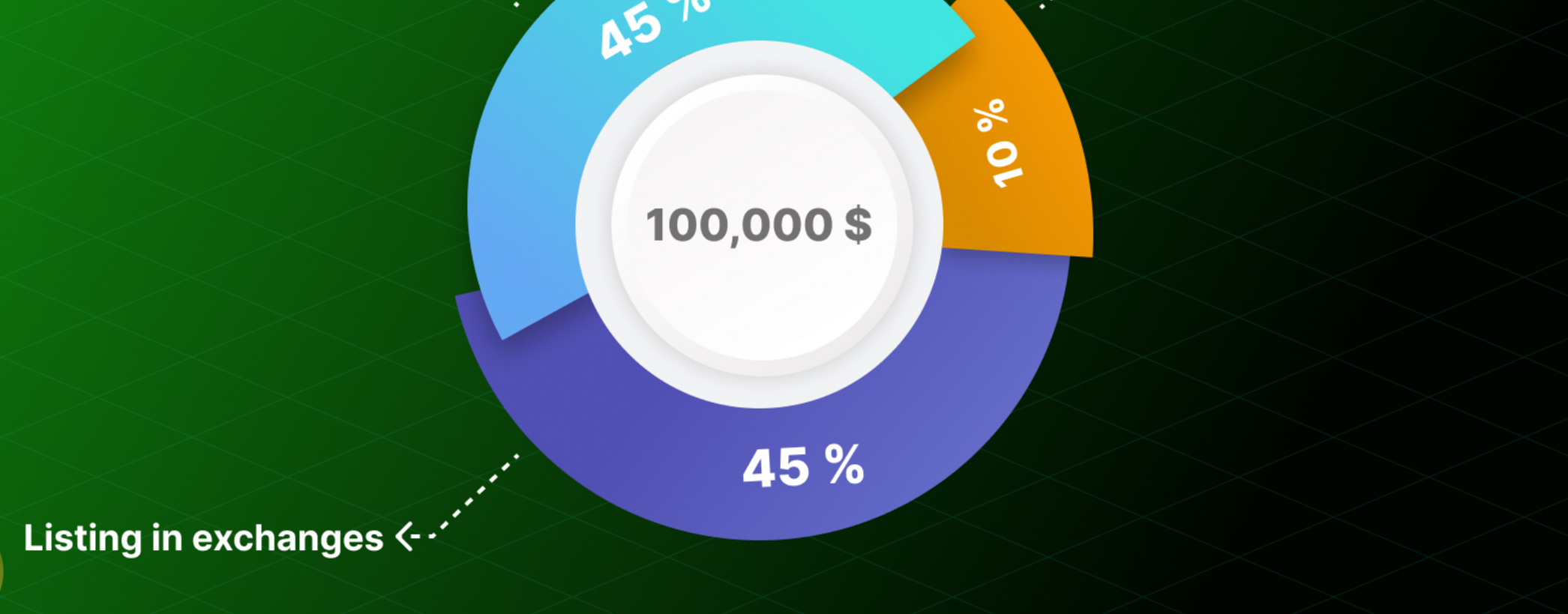
Market Segment



Roadmap



Use of fund



NFT Game Statistics

- In its 2021 annual report, The Blockchain Game Alliance says that NFT games generated \$2.32 billion in revenue in the third quarter of 2021, or 22% of all NFT trading volume.
- According to the December 2019 report, 25% of adults in the US have heard what NFT is, and 75% of people are not familiar with it.
- How Many NFTs were sold in 2022?
- As of April 15, 2021, roughly 28.4 thousand NFTs were sold in the art segment during the previous 30 days. As of July 15, 2022, the aggregated number of sales recorded on the Ethereum, Rarible, and Flow blockchains over 30 days was around 29 thousand

Cryptocurrency Statistics

- 300+ million people around the world use/own cryptocurrencies in 2021.
- 1800+ businesses are already accepting cryptocurrencies payments.
- 7% of Bitcoin investments come from men, and 21% come from women.
- Gender split US men are 2.8x more likely than women to own crypto. Men 74% / Women 26%
- Most owned crypto: 38% of crypto owners have Bitcoin

Puzzle Game Statistics :

- Total revenue in the Puzzle Games segment is projected to reach US\$21.42bn in 2022.
- Total revenue is expected to show an annual growth rate (CAGR 2022-2026) of 7.49%, resulting in a projected market volume of US\$28.59bn by 2026.
- In-app purchase (IAP) revenue in the Puzzle Games segment is projected to reach US\$10.93bn in 2022.
- Paid app revenue in the Puzzle Games segment is projected to reach US\$0.05bn in 2022.
- Advertising revenue in the Puzzle Games segment is projected to reach US\$10.74bn in 2022.
- The number of downloads in the Puzzle Games segment is projected to reach 11,958.7m downloads in 2022.
- The average revenue per download currently is expected to amount to US\$1.79.
- The Puzzle genre picked up approximately 554 million installs during the last year, a decrease of close to 20 percent yearly



Gamble Statistics

World gambling statistics show that around 26% of the population gamble. That means around 1.6 billion people worldwide gamble and 4.2 billion gamble at least once every year. An annual growth rate of 1.31% is expected (CAGR 2022-2026). The number of new account registrations went up 10.2 percent to 33.0 million (0.9 percent lower than the peak in 2018/19). The total funds held in customer accounts went up 31.2 percent to \$93.8 billion, though this figure is still lower than the peak in 2019.

Revenue in Gambling & Betting Activities is projected to amount to US\$105.40bn in 2022. also in 2020, 70% of the betting revenue was expected to come from mobile gambling alone, according to statistics of online gambling

Lottery Statistics

- The US online lottery market was worth \$2.3 billion in 2021.
- The US online lottery industry's estimated worth is at \$2.3 billion.
- The lottery industry statistics show the market is projected to grow by \$194.14 billion between 2021 and 2025



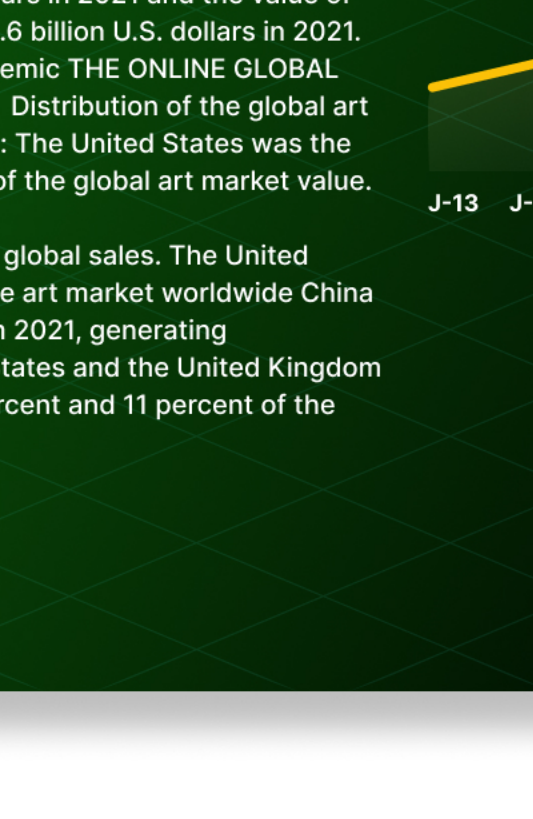
Digital Art Statisticspectively

While online transactions represented around a tenth of the global art market value prior to the coronavirus (COVID-19) pandemic, this changed drastically in 2020, as the measures introduced during the health crisis boosted digital sales. The positive trend continued in 2021, driven by the interest in crypto art and nonfungible tokens (NFTs). That year, sales of the online art and antiques market peaked at 13.3 billion U.S. dollars, accounting for roughly a fifth of the total art market value.

Overall, the online art market worldwide was estimated at nearly 13.6 billion U.S. dollars in 2021, rising from approximately 7.2 billion U.S. dollars in 2020. By way of comparison, the value of the global art market was roughly 65.1 billion U.S. dollars in 2021 and the value of art and collectibles NFT transactions eventually surpassing 11.6 billion U.S. dollars in 2021.

Online auctions gained momentum during the COVID-19 pandemic: THE ONLINE GLOBAL ART MARKET IS PREDICTED TO INCREASE BY 49.4% BY 2024. Distribution of the global art market value and fine art auction revenue in 2021, by country: The United States was the leading art market worldwide in 2021, generating 43 percent of the global art market value.

That year, China ranked second, accounting for 20 percent of global sales. The United Kingdom followed in third place, representing 17 percent of the art market worldwide. China recorded the highest revenue at fine art auctions worldwide in 2021, generating approximately 34.5 percent of the total revenue. The United States and the United Kingdom were the other leading markets, accounting for roughly 33 percent and 11 percent of the global fine art auction revenue, respectively.



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