OPERATION SAFE PLACE —DEFENSE—

Investor Briefing Document

Executive Summary

Operation Safe Place Tower Defense (OSPTD) is an innovative, hybrid tower defense game that blends strategic gameplay with real-world impact. Designed for both casual and competitive players, OSPTD offers a unique gaming experience by combining tower defense mechanics with third-person shooter action, all while integrating blockchain-based Non-Fungible Tokens (NFTs) for in-game assets.

These assets provide players with true ownership and utility across different game modes within the larger Operation Safe Place Universe (OSPU).

Our mission is not only to deliver an engaging and immersive gaming experience but also to raise awareness and funds to combat global social issues such as gender-based violence and child trafficking. Through in-game purchases and partnerships, we will allocate a portion of our revenue to the "Every Girl Safe" initiative.

Key Highlights:

- **Unique Game Mechanics:** A hybrid between tower defense and third-person shooter mechanics, offering a fresh take on both genres.
- **Blockchain Integration:** Leveraging NFTs for true ownership of in-game assets, tradable across different modes and future expansions within the OSPU.
- **Social Impact:** A portion of in-game revenue will directly support the Operation Safe Place NGO, driving global awareness and action for gender-based violence and child safety.
- **Multiple Revenue Streams:** NFT sales, in-game purchases, and partnerships contribute to diversified revenue, estimated to reach $2.71 million in Year 1, scaling to $15.25 million by Year 3.
- **Community-Driven Development:** A strong player feedback loop ensures that we develop a game aligned with community desires, maintaining player engagement through pre-alpha, alpha, and beta phases.
- **Experienced Leadership:** A talented team with extensive experience in game development, Web3, and social impact initiatives.

We are currently seeking **$4 million in funding** to develop and launch OSPTD, allowing early investors to gain equity in a groundbreaking game that is set to reshape both the gaming and social impact landscapes.

Problem and Solution

Problem:

The gaming industry is rapidly growing, but traditional in-game economies offer limited ownership and engagement opportunities for players. Additionally, critical social issues like gender-based violence and child trafficking are underrepresented in media and entertainment, and funds for these causes are scarce.

Solution:

OSPTD addresses these challenges by:

- Offering an immersive hybrid tower defense and third-person shooter game with NFT integration, where players have true ownership of their in-game assets.
- Building a sustainable player-driven economy powered by **$COURAGE**, our in-game currency.
- Supporting social impact initiatives by directing a portion of in-game purchases to the **Operation Safe Place NGO**, directly impacting the fight against gender-based violence and child trafficking.

Reasons for Investment

1. **High Growth Potential in a Booming Market**:

   - The global gaming market is projected to reach $426 billion by 2029, driven by expanding player bases and new monetization strategies. With the hybrid combination of tower defense, third-person shooter, and blockchain technology, OSPTD is well-positioned to capture a significant portion of this market.

   - The NFT gaming sector alone is expected to see exponential growth. The ownership of in-game assets and the decentralized marketplace adds long-term player engagement and sustainable revenue opportunities.

2. **Multiple Revenue Streams**:

   - OSPTD utilizes diverse revenue channels, including:

     - **NFT Card Pack Mints**: Core revenue driver from sales of card packs that are minted as NFTs, offering players a unique, ownable, and tradable in-game asset.

     - **Marketplace Fees**: A secondary revenue stream from marketplace fees on player-to-player trades of NFTs.

     - **In-Game Purchases**: Cosmetic items, upgrades, and additional content available for purchase will further increase revenue opportunities.

     - **Product Placements**: In-game product placements and billboards provide additional income.

3. **Projected Financial Returns**:

   - Based on the game's projected revenues:

     - **Year 1**: $2.71 million

     - **Year 2**: $7.75 million

     - **Year 3**: $15.25 million

   - These projections demonstrate strong financial growth, with a scalable model that benefits both early investors and players.

5. **Tokenized Equity and Revenue Sharing**:

   - The **Revenue Sharing NFT** model allows investors to earn periodic returns based on their stake in the game's success. Investors who purchase the **Revenue Sharing NFTs** receive a portion of the game's overall revenue, ensuring long-term profit potential.

   - Investors have the option to acquire equity or stake **Revenue Sharing NFTs**, providing flexibility in their financial participation.

6. **Social Impact Enhances Marketability**:

   - The **Every Child Safe initiative** adds an emotional and philanthropic element to the game, increasing player and investor interest in socially responsible projects. This social impact element will drive engagement, expanding player bases, and improving brand visibility.

7. **Experienced Founders with Proven Track Record**:

   - The OSPTD leadership team has a proven track record in building both Web3 and gaming projects, ensuring a solid foundation for the game's success. The founders have already bootstrapped the project, demonstrating their commitment and capability.

Market Analysis

The global gaming market, valued at **$183.9 billion** in 2023, is expected to grow to **$207 billion** by 2026. This market comprises three main segments: mobile, PC, and console gaming.

Mobile Gaming: The mobile gaming segment is the largest, accounting for nearly 50% of the global games market. In 2023, mobile games generated **$92.6 billion** in revenues, growing +3.0% year-on-year. This growth is driven by the increasing accessibility of smartphones, the rise of 5G technology, and the popularity of free-to-play games. While OSPTD is initially focused on PC and console, we see significant potential for expanding into mobile to capture this massive audience.

PC and Console Gaming: The PC and console segments, which OSPTD primarily targets, will account for approximately **$95.1 billion** by 2024. Several key trends align directly with OSPTD's mission:

- Growth in hybrid and cross-platform gameplay.
- Increasing popularity of player-owned assets through blockchain and NFTs.
- Rising demand for social impact-driven games.

Web3 Gaming: The Web3 gaming space, where blockchain-based games are thriving, is projected to reach **$23.9 billion** by 2028. This segment is characterized by the use of NFTs, cryptocurrencies, and decentralized gaming economies. OSPTD is well-positioned to capture both traditional gamers and the growing Web3 gaming market.

Competitive Landscape: While there are numerous successful titles in the tower defense and shooter genres, few have successfully merged the two, and none are taking the hybrid Web2-Web3 approach of OSPTD. This presents a unique opportunity for OSPTD to establish itself in a relatively untapped market at the intersection of these popular genres and emerging technologies.

Monetization and Revenue Streams

Primary Revenue Streams:

1. **NFT Sales**: Selling limited-edition NFT card packs featuring characters, turrets, and other in-game assets. Projected to generate **$2 million** in 2024, growing to **$10 million** by 2025.
2. **In-Game Purchases**: Players can purchase **$COURAGE**, our in-game currency, to upgrade and customize assets. Projected to generate **$750,000** in 2024 and grow to **$3.75 million** by 2025.
3. **In-Game Advertising & Sponsorships**: OSPTD provides a platform for brands and sponsors to advertise. Projected ad revenue: **$300,000** in 2024, growing to **$750,000** by 2026.
4. **Merchandising and Licensing**: Expanding the OSPU ecosystem through merchandise and licensing opportunities. Expected to generate **$160,000** in 2024, growing to **$750,000** by 2027.

Total projected revenue:
2024: **$2.71 million**
2027: **$15.25 million**

Marketing and Growth Strategy

Our growth strategy focuses on a mix of **traditional gaming PR**, **influencer marketing**, and **Web3-native community building**. We will also drive organic growth through:

- Esports tournaments.
- Social impact partnerships.
- In-game events, integrating social-fi and game-fi incentives.

Our marketing spend is planned to **acquire players at a cost of $2.50 in year one**, with the expectation of reducing this as we scale.

Team and Advisors

Our founding team combines years of expertise in **game development**, **Web3 technology**, and **social impact initiatives**. With a track record of building high-impact projects, we are well-positioned to execute OSPTD and build the larger OSPU ecosystem.

Fundraise and Use of Funds

Assumptions:

1. **Player Growth Rate:**
   - Year 1: 25,000 players
   - Year 2: 62,500 players (150% growth)
   - Year 3: 125,000 players (100% growth)
2. **Revenue per Player:**
   - Average revenue per player (ARPU) is estimated to be approximately $108.41 in Year 1, which includes NFT sales, in-game purchases, and marketplace transactions.
3. **NFT Card Pack Sales:**
   - Each player is assumed to purchase an average of 4 card packs annually, with an average pack price of $20.
   - Other in-game purchases and upgrades are estimated to contribute an additional $30 per player annually.
4. **Other Revenue Streams:**
   - **In-Game Product Placement and Billboards:** Estimated to generate $300,000 in Year 1, growing to $750,000 by Year 3.
   - **Transaction Fees from Player-to-Player Marketplace:** Estimated at 2% of the total transaction volume, increasing with the player base.

Annual Revenue Projections:

Year	Player Base	Revenue per Player	NFT Card Pack Sales	In-Game Purchases	Product Placement	Marketplace Fees	Total Revenue
Year 1	25,000 players	$108.41 per player	$2,000,000	$750,000	$300,000	$160,340	**$2,710,340**
Year 2	62,500 players	$110 per player	$5,000,000	$1,875,000	$500,000	$375,000	**$7,750,000**
Year 3	125,000 players	$110 per player	$10,000,000	$3,750,000	$750,000	$750,000	**$15,250,000**

Breakdown of Revised Projections:

1. **Year 1:**
   - **NFT Card Pack Sales:** $2,000,000 (25,000 players purchasing 4 packs each at $20 per pack).
   - **In-Game Purchases:** $750,000 (Average $30 per player).
   - **Product Placement:** $300,000.
   - **Marketplace Fees:** $160,340.
   - **Total Revenue:** $2,710,340.
2. **Year 2:**
   - **NFT Card Pack Sales:** $5,000,000 (62,500 players purchasing 4 packs each at $20 per pack).
   - **In-Game Purchases:** $1,875,000 (Average $30 per player).
   - **Product Placement:** $500,000.
   - **Marketplace Fees:** $375,000.
   - **Total Revenue:** $7,750,000.
3. **Year 3:**
   - **NFT Card Pack Sales:** $10,000,000 (125,000 players purchasing 4 packs each at $20 per pack).
   - **In-Game Purchases:** $3,750,000 (Average $30 per player).
   - **Product Placement:** $750,000.
   - **Marketplace Fees:** $750,000.
   - **Total Revenue:** $15,250,000.

Revenue Allocation:

- Founders and Team 40.0%
- Marketing 9.0%
- Production 9.0%
- Scaling and Infrastructure 5.0%
- Community and Reward Programs 1.5%
- Investors 25.0%
- Partnerships and Ecosystem 0.5%
- CSI Marketing Budget (OSP NGO) 10.0%

Budget Allocation:

1. **Game Development & Production: $1,500,000 (37.5%)**
   - Focused on the development of both 2D and 3D versions of the game, story mode, and advanced features linked to stretch goals.
2. **Marketing & User Acquisition: $800,000 (20%)**
   - Dedicated to launching and sustaining marketing campaigns that drive user acquisition and community engagement.
3. **Scaling & Infrastructure: $600,000 (15%)**
   - Ensuring the server infrastructure and security are robust and scalable to support growth.
4. **Team Expansion & Compensation: $700,000 (17.5%)**
   - Funding key hires and compensating the founders and early team members to ensure continued development and success.
5. **Partnerships & Ecosystem Development: $300,000 (7.5%)**
   - Building strategic partnerships and growing the ecosystem to add long-term value to the project.
6. **Community & Reward Programs: $150,000 (3.75%)**
   - Engaging and rewarding the community through various incentive programs.
7. **Reserve Funds: $150,000 (3.75%)**
   - Set aside for unforeseen expenses and contingencies.
8. **CSI Marketing Budget (OSP NGO): $400,000 (10%)**
   - A dedicated 10% of the total budget to support the "Every Child Safe" initiative and other charitable efforts, reflecting the project's commitment to social impact (powerfull for your brand optics).

Summary:

The **CSI Marketing Budget (OSP NGO)** is a core element of the **Operation Safe Place Universe**, ensuring that 10% of all funding is directed towards charitable efforts aimed at protecting vulnerable children. This allocation underscores the project's commitment to making a real-world impact alongside its innovative gaming experiences.

By including this in your budget, you not only meet your financial goals but also fulfill a mission-driven objective that resonates with socially conscious investors and players.

Projected Revenue:

1. **Projected Revenue Growth:**
   - We will use the provided monthly revenue growth figures to estimate the cumulative revenue over time.
2. **Revenue Distribution:**
   - 25% of total revenue goes to investors.
   - The investor's share would be 25% of the allocated investor revenue.
3. **Growth Rate:**
   - We'll assume a steady growth as projected, with revenue continuing to increase each month.

Projected Revenue Breakdown:

Month	Monthly Revenue	Cumulative Revenue	Investor's 25% Share of Revenue	Investor's Cumulative Return
1	$50,000	$50,000	$12,500	$12,500
2	$62,500	$112,500	$15,625	$28,125
3	$78,120	$190,620	$19,530	$47,655
4	$97,650	$288,270	$24,413	$72,068
5	$122,070	$410,340	$30,518	$102,586
6	$152,590	$562,930	$38,148	$140,734
7	$190,740	$753,670	$47,685	$188,419
8	$238,420	$992,090	$59,605	$248,024

Month	Monthly Revenue	Cumulative Revenue	Investor's 25% Share of Revenue	Investor's Cumulative Return
9	$298,020	$1,290,110	$74,505	$322,529
10	$372,520	$1,662,630	$93,130	$415,659
11	$465,650	$2,128,280	$116,413	$532,072
12	$582,060	$2,710,340	$145,515	$677,587

Analysis:

- **Year 1 (12 months):**
  - At the end of the first year, the investor's cumulative return is approximately **$677,587**.
  - This represents about **16.9%** of the initial $4 million investment.
- **Year 2 (Projecting similar growth):**
  - Assuming the game continues to grow at a similar pace, by the end of the second year, the cumulative revenue could potentially double or more, bringing the cumulative return closer to 50-60% of the initial investment.
- **Breakeven Point:**
  - Based on this growth rate, the investor could potentially break even (recovering the full $4 million investment) sometime within the **4th to 5th year** of the game's operation.
  - After breaking even, the investor would continue to earn a 25% share of the investor revenue indefinitely, which would represent pure profit.

Conclusion:

Given the projected revenue growth, an investor who invests $4 million for 25% equity in OSPTD could start seeing substantial returns within the first year, with the potential to break even within 4 to 5 years. After that, the ongoing returns could provide a significant profit as the game continues to grow and generate revenue.

These projections are based on the assumption of steady growth and increasing player engagement, both of which are critical for achieving these revenue targets.

Valuation

Our pre-money valuation is **$16 million**, based on projected future revenue growth and the broader potential of OSPTD and OSPU. This valuation takes into account:

- The projected growth in Web3 and blockchain gaming.
- OSPTD's potential to generate **$2.71 million in its first year**, with an **estimated $15.25 million** in revenue by 2027.
- Comparisons to other blockchain-based games and their revenue models.

We are offering **25% equity** for the **$4 million investment**, giving early investors a significant stake in OSPTD's success.

Strong Feedback Loop and Player Engagement

At **Operation Safe Place Universe**, we understand the critical importance of aligning the game experience with player expectations. To ensure our game meets the needs and desires of our community, we are committed to maintaining a robust feedback loop with players throughout the pre-alpha, alpha, and beta phases.

Pre-Alpha Phase: Early Engagement and Concept Validation

- **Initial Player Involvement:** From the earliest stages of development, we will engage a select group of players, including early backers, influencers, and key community members, to test the foundational aspects of the game. Their feedback will be invaluable in validating core concepts, mechanics, and the overall direction of the game.
- **Iterative Improvements:** Based on player input, we will iterate on gameplay features, balancing, and user experience to ensure that the game's initial vision resonates with our target audience.

Alpha Phase: Expanding Testing and Refining Mechanics

- **Wider Player Testing:** During the alpha phase, we will expand our testing to a broader audience, allowing more players to experience the game. This phase will focus on refining gameplay mechanics, balancing, and fixing any early bugs.
- **Regular Feedback Sessions:** We will hold regular feedback sessions with our alpha testers, including surveys, focus groups, and in-game reporting tools. This feedback will guide our development priorities and ensure that we are addressing the most critical issues.
- **Transparent Communication:** We will keep our community informed about the progress of the game, the changes being made, and the reasons behind those decisions. This transparency will help manage player expectations and build trust in the development process.

Beta Phase: Polishing and Preparing for Launch

- **Extensive Testing:** The beta phase will involve extensive testing across all game modes and features, allowing us to identify and resolve any remaining issues. This phase is crucial for polishing the game and ensuring a smooth launch.
- **Community-Driven Adjustments:** We will continue to gather and implement feedback from our beta players, making final adjustments to gameplay, graphics, and performance. Our goal is to deliver a game that not only meets but exceeds player expectations.
- **Expectations Management:** We will actively manage player expectations by setting realistic timelines, clearly communicating game features, and addressing any concerns that arise. By involving players throughout the development process, we aim to launch a game that truly resonates with our community.

Building a Game Aligned with Player Expectations

Our commitment to a strong feedback loop and active player engagement ensures that **Operation Safe Place Universe** will be a game shaped by its community. We believe that by involving players in the development process and making iterative improvements based on their input, we can create a game that is not only highly enjoyable but also deeply aligned with the needs and desires of our players. This approach not only enhances the quality of the game but also fosters a loyal and engaged player base that will support the game long after its launch.

Player Acquisition Cost (PAC) and Marketing Strategy

As part of our strategic approach to scaling **Operation Safe Place Universe**, understanding and optimizing the **Cost per Player for Player Acquisition (PAC)** is critical to ensuring the efficiency and effectiveness of our marketing efforts. The PAC is a key metric that will guide our marketing budget allocation and help us maximize the return on investment (ROI) from our marketing spend.

1. Calculating PAC:

- **Definition:** PAC refers to the total cost of acquiring a single player, including all marketing and promotional expenses. It's calculated by dividing the total marketing spend by the number of players acquired during a specific period.
- **Target PAC:** Based on industry benchmarks and our initial market research, we aim to maintain a competitive PAC that aligns with our budget while ensuring sustainable growth.

2. Marketing Budget Allocation:

- **Initial Marketing Campaigns:** We have allocated **$800,000** of our $4 million investment towards initial marketing and user acquisition efforts. This budget will be strategically used across multiple channels, including digital advertising, influencer partnerships, social media campaigns, and community building.

- **Ongoing Optimization:** As we gather data on our marketing performance, we will continuously optimize our campaigns to reduce the PAC and improve player retention. This involves analyzing which channels and strategies yield the highest quality players at the lowest cost.

3. Key Factors Influencing PAC:

- **Market Segmentation:** Targeting the right audience segments is crucial to maintaining a low PAC. Our marketing efforts will be highly focused on demographics and psychographics that align with the profile of potential players who are most likely to engage with and retain in **Operation Safe Place Universe**.
- **Content Strategy:** High-quality, engaging content—such as trailers, gameplay teasers, and developer updates—will be used to attract players. Content that resonates with our target audience will help lower our PAC by driving organic engagement and word-of-mouth referrals.
- **Community Engagement:** Building a strong community around the game prior to launch is essential. By fostering a vibrant community through social media, Discord channels, and early access events, we can create a loyal player base that will advocate for the game, reducing the need for costly paid acquisition methods.

4. Expected Outcomes:

- **Scalable Growth:** By effectively managing our PAC, we anticipate achieving scalable growth in our player base. Lowering the PAC over time will allow us to reallocate funds to other critical areas such as game development, infrastructure, and community rewards.
- **Sustainable Player Retention:** A low PAC is important, but it's equally crucial that the players we acquire are retained over the long term. Our marketing strategies will focus not just on acquisition but also on retention, ensuring that the players we bring in continue to engage with and invest in the game.

5. PAC in Relation to the Marketing Budget:

- **Benchmarking and Goals:** We will set clear CPA benchmarks and goals for each phase of the game's development and launch. Regular analysis and reporting will ensure that our marketing spend is directly contributing to the growth of our player base while staying within budget.
- **Flexible Allocation:** Our marketing budget is flexible, allowing us to increase spend on high-performing channels or reallocate funds to emerging opportunities that offer a better PAC. This adaptability is key to maintaining cost-effective growth as we scale.

Conclusion:

The **Cost per Player for Player Acquisition (PAC)** is a crucial metric that will guide our marketing efforts as we launch and grow **Operation Safe Place Universe**. By strategically allocating our marketing budget and continuously optimizing our campaigns, we aim to acquire a large and engaged player base at a sustainable cost. This focus on efficient player

acquisition will be integral to achieving our broader business objectives and ensuring long-term success.

With the current mechanical growth strategy we are very confident we will achieve the initial player number over the 3 years. However if we hit our viral targets (Potential Viral Growth) this will be a combination of our influence programs, referrals programs. The mechanical growth strategy is a minimum / base case scenario but if viral growth kicks off this will exponentially affect the number of players. Our optimal goal is to hit 100K players within 3 to 6 months of launch. All through pre-alpha, alpha and beta the market place will be live so players will own their in game assets whether currently playable or not like star citizen's persistent crowd funding model. All in game assets will also be interoperable between all future game modes and game in the OSPU.

Summary

Operation Safe Place Tower Defense is more than just a game- it's a movement. By blending engaging gameplay with social good, we are building a unique ecosystem where players can have fun while making a positive impact.

We invite investors to join us in creating the future of gaming with OSPTD, while also supporting a mission that drives social change.

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