



pulitoken.net

# PULI TOKEN PITCH DECK

The future of Blockchain gaming is finally here.



# Blockchain Gaming

🎮 Crypto gaming has taken the world by storm over the past 12-24 months. Reports for Q2 of 2022 are suggesting the upward trend may continue. Timing is excellent to enter the market with little competition in our genre.

🎮 The cryptocurrency market started off fairly shaky in January of 2022, continuing down a fairly uncertain route as Q1 drew to a close. However, crypto gamers have not been put off by this climate.

🎮 Investments in this sector of crypto have been totaled at \$2.5 billion. This latest news came from a report by DappRadar and the Blockchain Game Alliance (BGA).



# Puli Token's Mission

Founded in January 2022 as a blockchain gaming project that seeks to combine both traditional and crypto-based gameplay within the same gaming experience.

Puli is the native token for casual mobile gaming. The games combine traditional in-app purchases with crypto-based play-to-earn experiences, as well as NFT integration on iOS/Android mobile devices.

Like Tony the Tiger is to Kellogg's Cereal, Puli is the hero of our brand! Puli will be going on many great adventures as the protagonist in our stories and games.

We are reimagining and redesigning the entire crypto gaming experience by introducing new people to blockchain gaming.



# The P2E Problems

The team at PULI are solving several problems that have existed for a long time in the play-to-earn environment:

- 🎮 There are little-to-no gaming options for play-to-earn enthusiasts on Android and iOS devices.
- 🎮 It is exceptionally difficult to integrate NFT art as 3D models in mobile games.
- 🎮 There are few crypto-based games that offer multiple streams of revenue to ensure project sustainability.

The games provided by Puli stand out from the competition because they supply solutions to all three of these problems.





# Puli's Solutions

Our competitive advantage includes:

- Released games on Android and iOS.
- In-App purchases via Google and Apple Pay.
- Advertisement revenue via in-app adverts.
- Play-to-earn experiences for crypto gamers.
- Traditional gameplay for non-crypto players.



# Key Features

Streams of revenue are possible for token holders.

## Working Today.

- 🎮 NFT integration.
- 🎮 Play-to-Earn rewards.
- 🎮 Win-to-Earn prizes.
- 🎮 In-app purchases.
- 🎮 Advertisement revenue.
- 🎮 Redemption of points for power-ups, skins, revives.

## Coming soon...

- 🎮 Multiplayer role playing games.
- 🎮 PC based games.
- 🎮 NFT renting systems.
- 🎮 Added monetization.



# The Team



**Christopher Johnson, PhD** [Chief Executive Officer]

Doctor of Management, Certified Project Management Professional, Scaled Agilist, ITIL Practitioner. Retired service disabled combat veteran from the US Air Force with 30+ years of organizational leadership. Has led organizations up to 275 personnel and \$250M total contract value. Fully vetted institutional account holder at Binance.



**Timothy Van Quekelberghe** [Chief Technology Officer]

Leader of the development team and the technical aspects of the project. Innovation is key for Timo. Over 12 years of coding experience with publishing mobile games and backs up our mobile game developers. Supervises the quality control processes. Skilled in: HTML, SQL, Unity, Web3, Nextjs, Typescript, and React.



**Shane Cook** [Chief Marketing Officer]

Shane has been a business owner for over 10 years and has extensive experience in marketing for brick and mortar sales, referral generation, and online sales. The founder of Pulse Digital Marketing, specializing in brand building for Web3 and digital products. Customer service, punctuality, and professionalism are the cornerstones of his efforts.



# The Team



**Miranda Van Quekelberghe** [Creative Director & Community Manager]

Miranda is quoted as saying, "I dream that one day everyone will be financially free and do what they love on a daily basis." As Community Manager, she works with people for people and serves as the heart of the operation.



**Emir** [Mobile Game Developer]

Emir gets the credit for the craze behind Puli by delivering on our first promise: Puli Runner. Developing games with Unity for nearly 5 years. He also has 3 years of frontend and backend web development experience. He continuously updates the game with new features, runs our leaderboard contests, and updates security measures.



**John** [Mobile Game Developer]

John is a veteran in the field of creating mobile games and has taken the challenge of adapting his traditional game development skills to the world of Web3. He has 9 years of coding experience with machine learning, bash automation, and web development. John leads the development for our second game Puli Astro, a space-shooter arcade style game.



# Friends and Partners



XT Centralized Exchange  
Platinum Partner



DAR Centralized Exchange  
Institutional Account



RadioShack  
Decentralized Exchange



RBX DEX  
Custom Staking Platform



EverRise DEX  
Custom Swap Partner



Digital Asset Recovery (DAR)  
Security Consultants



Certik  
Auditing



CoinMerge Platform  
Custom Chat & Charting



Crypto Merch  
Puli's Web3 Merchandiser



RBX Samurai  
Full Service Marketing Agency

# Outside Revenue





# Project Tokenomics

10%

Total Buy & Sell Tax

1%

Liquidity Pool

9%

Marketing and Game Development Pool

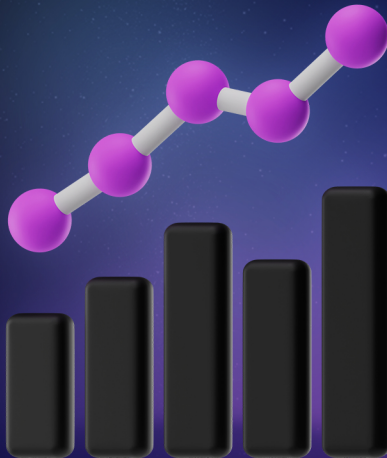
Network  
BEP20

Total Supply  
100 Million

Ticker  
\$Puli

Circulation  
86 Million\*

\*Approximation of the total amount of token in circulation reported on CMC and CG.



# Forward Thinking Revenue

As our game adoption continues to grow, while not perfectly linear, we can reasonably expect revenue to increase with these numbers based on our actuals on a per game basis:

Users	Advertisement	In-App Purchases
1,000	\$165.69	\$87.02*
10,000	\$1,656.90	\$870.20
100,000	\$16,569.00	\$8,702.00
1,000,000	\$165,690.00	\$87,020.00

\*Without further monetization efforts included



# Blockchain Gaming Redefined

Designed to give the user everything they need to experience Play-to-Earn, Win-to-Earn, NFT 3D modeling, and NFT metadata as game attributes.

