



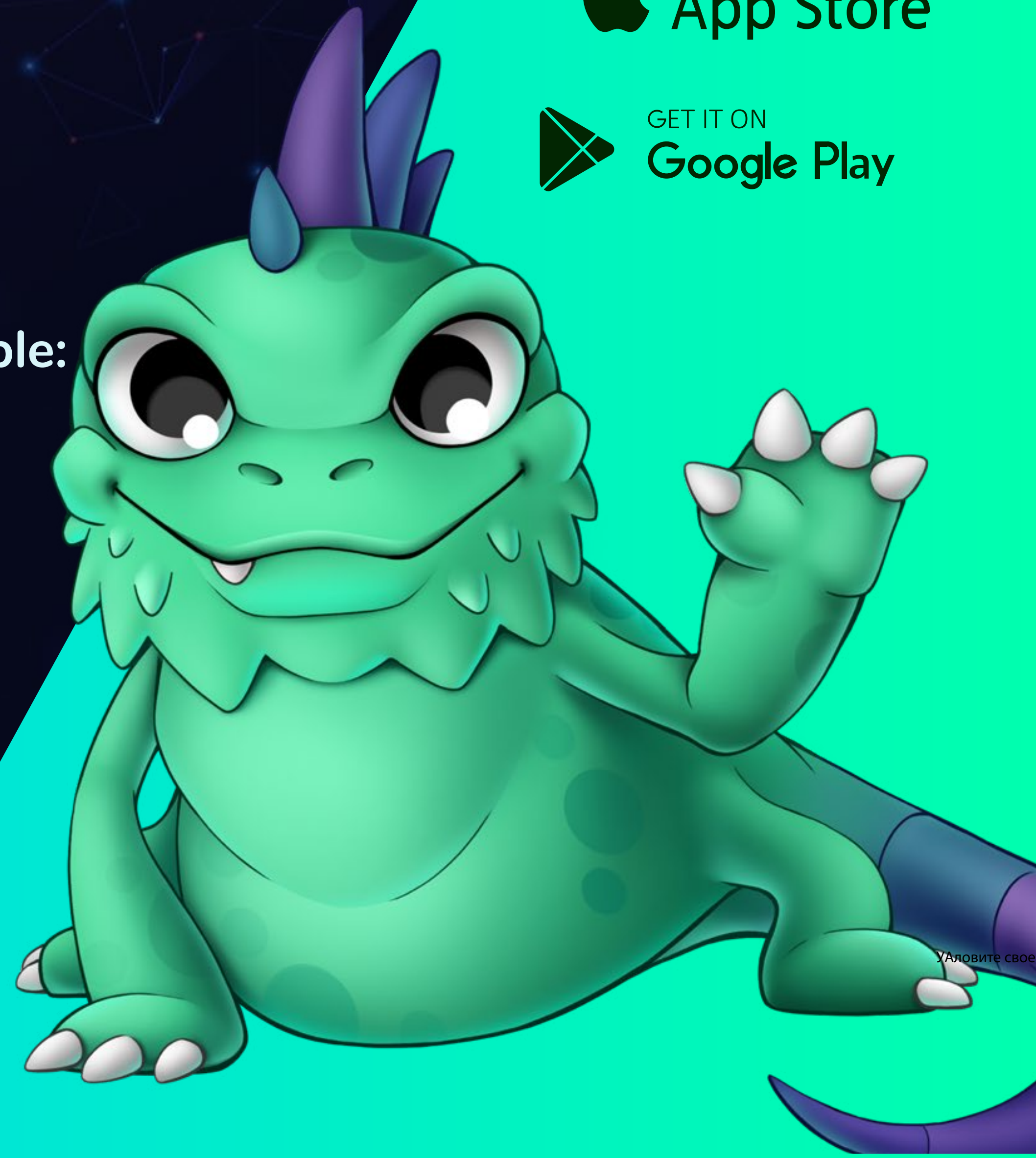
We have built a new Game-Fi mechanism  
«Socialize to Earn», which will accomplish nearly impossible:  
bring millions of Web 2.0 social media users to Web 3.0

Read below to know how



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 App Store

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Уловите свое



## Biggest Web 3.0 problem?

- «Web 3.0 needs more users, not more investors» – Cointelegraph
- Projects need to focus on making products that attract non-crypto users in order to drive innovation & maturity to web 3.0
- To attract users, projects need to focus on products which are usable, appropriate & attractive to mainstream audience



By providing pet lovers tools to play, socialize & interact with other pet fans, we will crack main problem of blockchain projects: Web 3.0 needs more normal users.

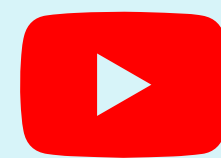
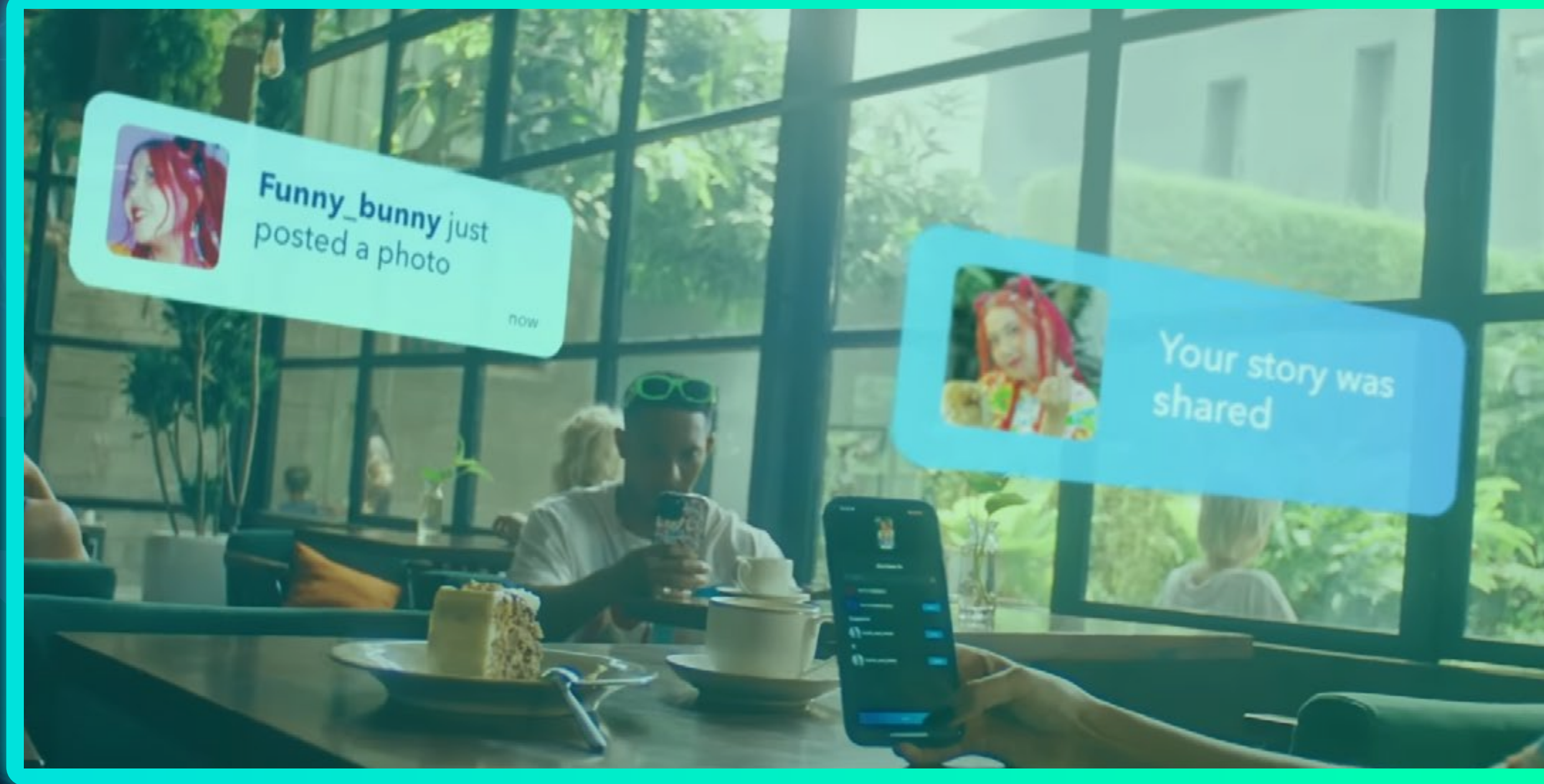
## So what we gonna do?

- Instagram has around 2B+ active users
- Among them there are millions & millions of pet owners & pet fans:
  - 65% post their pets
  - 2x a week is average # of posts
  - 25% people post are pet related
  - 46% post about pets some or even more, then they post about family
  - jifpom has 8.9 mln followers e.g.
- IguVerse will give them new, attractive & fun way to socialize, Play to Earn:
  - AI will generate their pet NFT
  - simple & fun tasks, like hide-and-seek, walking, feeding will make them happy
- IguVerse will make a breakthrough by incorporating social & community elements into gamified app, giving fans of pets the opportunity to earn cyptocurrency from their everyday social media activities  
Players will play Mini Games and earn reward tokens

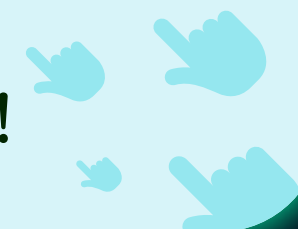




# Gameplay



Click Here to  
Watch Now!





# We are ready to launch

IguVerse gives its users text-to-art functionality, powered by AI, and allowing to create truly unique NFTs.

## Product

NFT generation right from the app  
Integrated wallet  
Integrated swap tool from Biswap  
AI built into application to generate users  
NFT:  
photo of a pet -> to NFT  
text -> to NFT  
AI/ML driven tool. First on market



## Users

Fast-growing community: Discord 142k+, Telegram 116k+, Twitter 163k+

On top of that, 90k+ users in Whitelist ready to play  
15k real active users in the app after 3 days of Testnet!

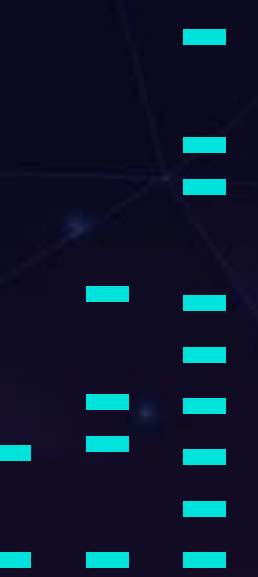
## Listings

Bybit, Huobi, Mexci: confirmed  
KuCoin, Gate: negotiation

## Fundraise

Private round: \$1.2m closed

Seed round: \$1m is open for Tier 1-2 VCs





## Andriy Tkachiv

founder, CEO, CTO

- ★ Forbes 30 under 30 2019 Europe
- ★ Founder & CTO of Call Page
  - raised \$6m from Market One Capital, bValue Venture Capital & others
  - sold company to Indian giant SaaS Labs
- ★ 8 years IT background

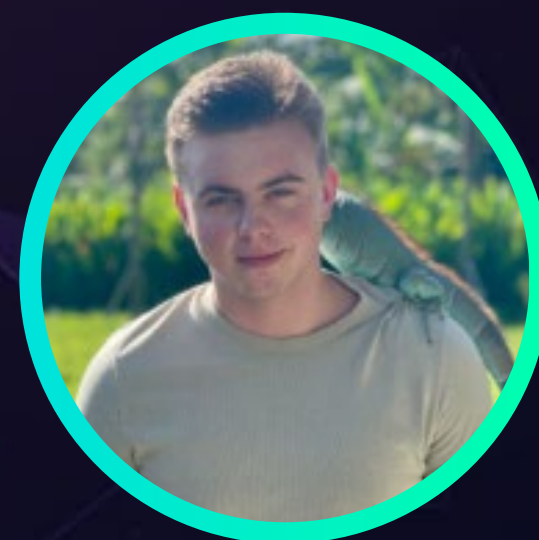
Forbes

TE TechCrunch

ain

crunchbase

callpage



## Alex Kalinkov

CMOP, co-founder

- ★ Head of marketing and management department
- ★ 6 years of crypto experience, which sparked from trading
- ★ Smart contract analyst and consultant
- ★ Professional marketing analyst, working with advertisement and PR. SMM specialist



## Vitaliy Provotorov

co-founder, BD

- ★ Managing partner @Soul Partners
- ★ 12 years investment banking

Forbes

SOUL PARTNERS



Who we are





## Mariusz Beltowski

- ★ 8 years experience in cloud & distributed apps



## Bogdan Sinicki

- ★ Smart contract advisor
- ★ 6 years track record



## Daniel Paez

- ★ Director of monetization & Game Economy at World of Sparks Studio
- ★ Responsible for monetization & game economy



## Michael Skrychevsky

- ★ Blockchain enabler, NFT expert, web 3.0 gamer

30+  
people are working  
full time on a project



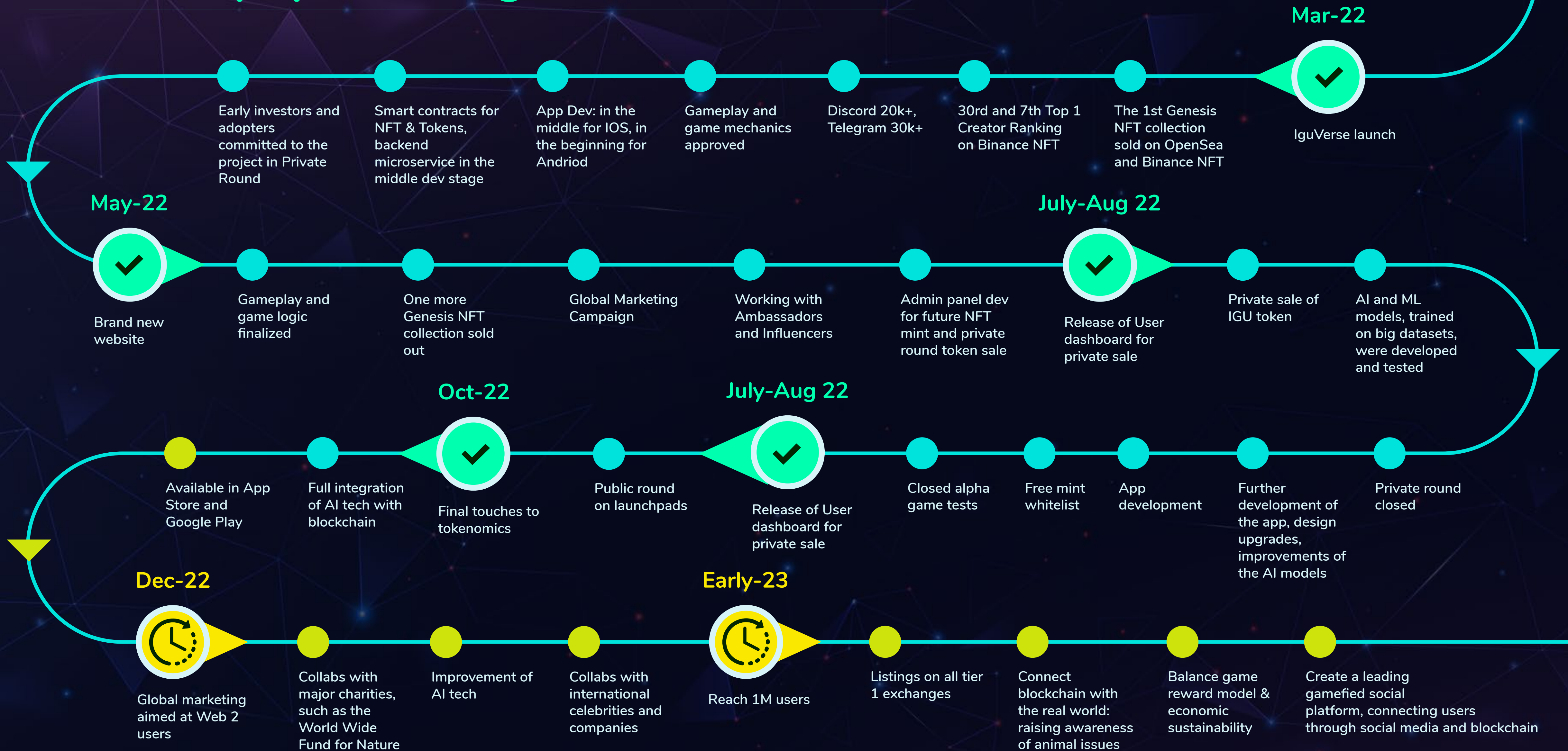
15+  
inhouse technical specialists,  
including pros in AI/ML



Who we are



# Road Map: promising future



# Marketing Strategy Overview

The most natural way to promote our app is the socialize-to-earn game mode which will be the main source of traffic. It allows users to monetize their social media accounts for by completing daily tasks with the tool called Pet ID. It is a widget that includes a QR code linking to the game. Here is the user flow structure:

- Users mint our NFTs, play the game and share their photos to social media with a Pet ID attached
- Their followers see those stories several times a week
- The interest grows so they start asking about the app and eventually become its users

The transition of web2 users into web3 space is our main focus and priority  
That's why we make it seamless and easy by organising free NFT mint

## Sources of traffic

The accounts of Petfluencers on IG and TikTok have one of the biggest %ERR and we prioritise collaboration with them. This target audience is not spoilt by overabundance of ads and we already agreed 300+ pet accounts to collaborate with. 100+ streamers on NinoTv and Twitch were signed to cover MENA, SEA, EU and LatAm regions

As well as 50+ youtubers worldwide

Moreover we have collaboration 100+ of KOLs in web3 including EU, SIC, India, US, Philippines and Indonesia.

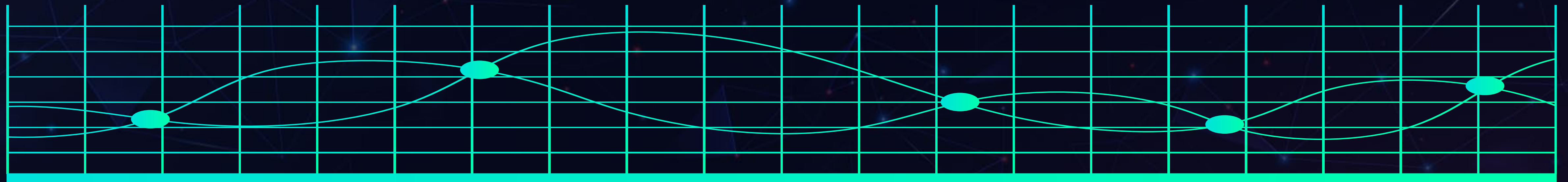
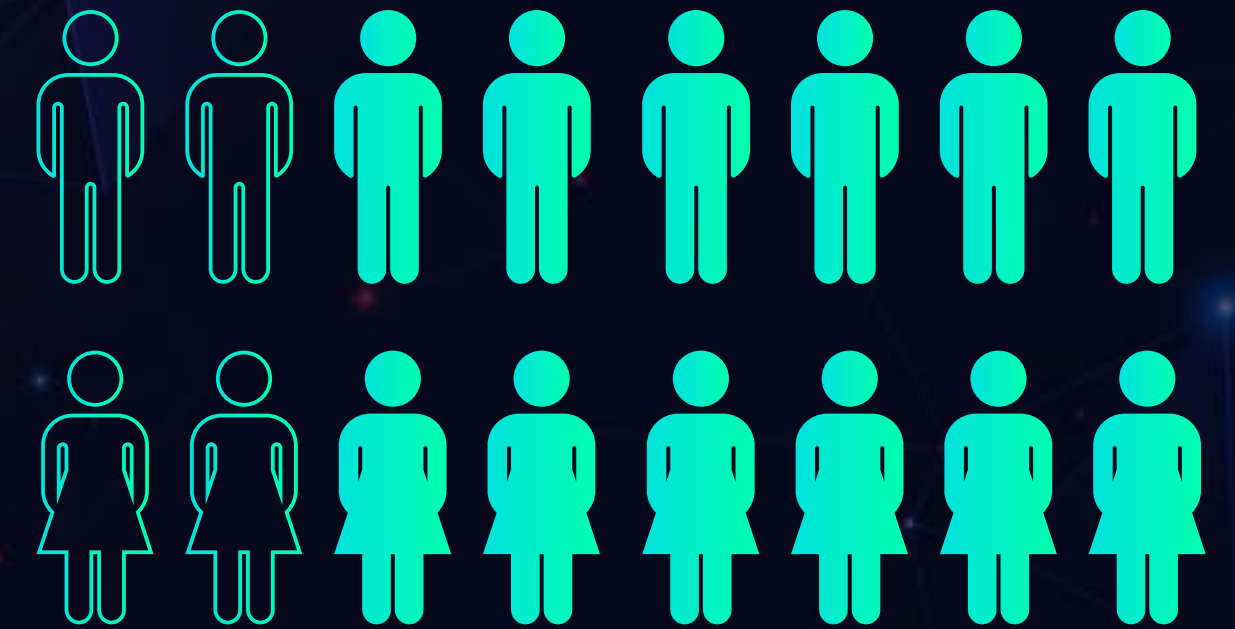
We provide ambassadorship on mutually beneficial conditions so such a big amount of influencers does not increase our spendings

We organised a vast AIRDROP campaign in collaboration with DAO Maker, CoinMarketCap, Chiko&Roko,

ChainLink and Boba Network to attract

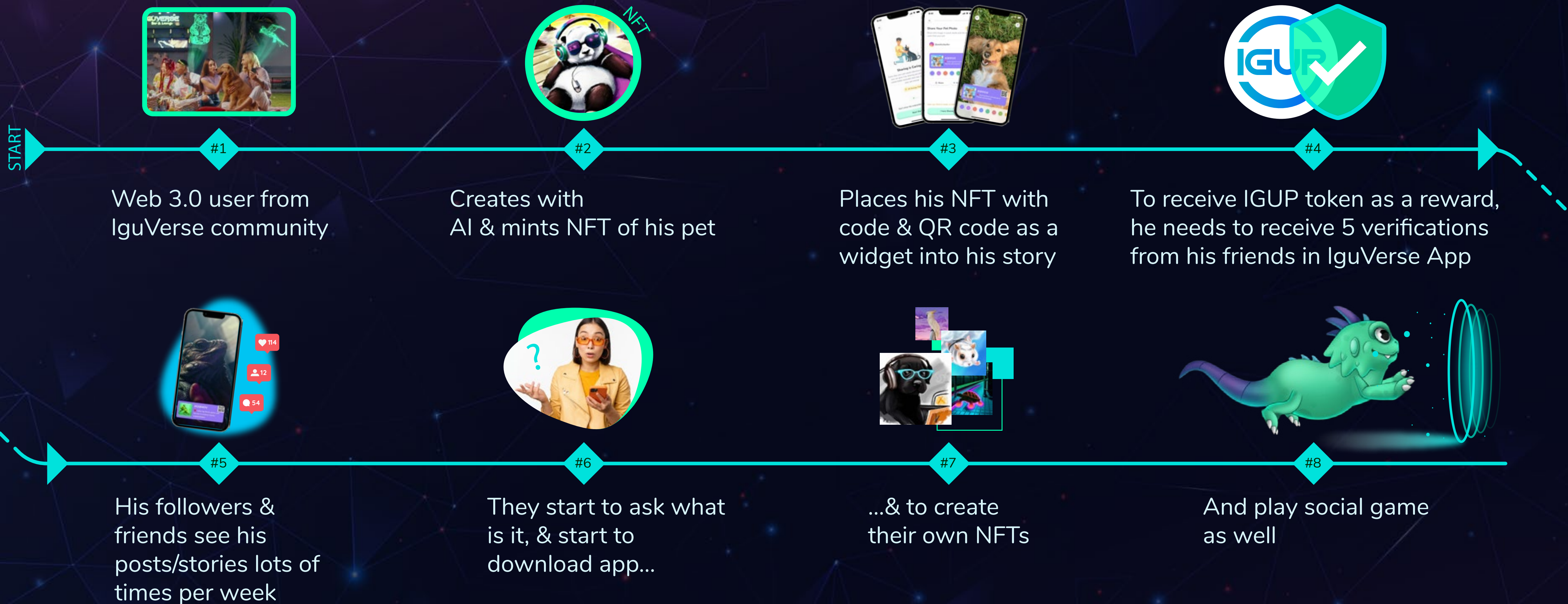
quality audience spread the word about our product

and make sure we will launch our IDOs and listings successfully



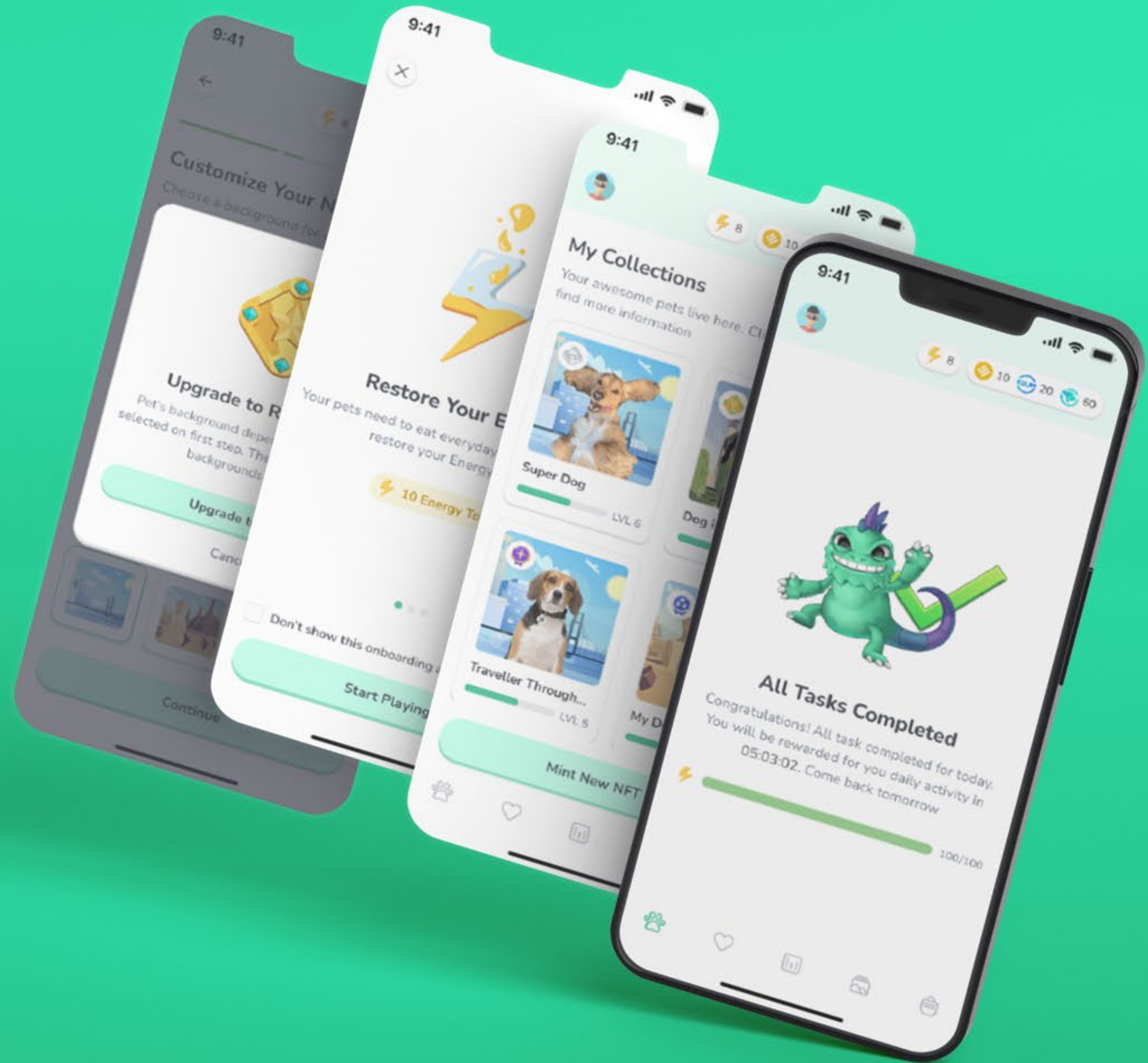


# User's engagement journey

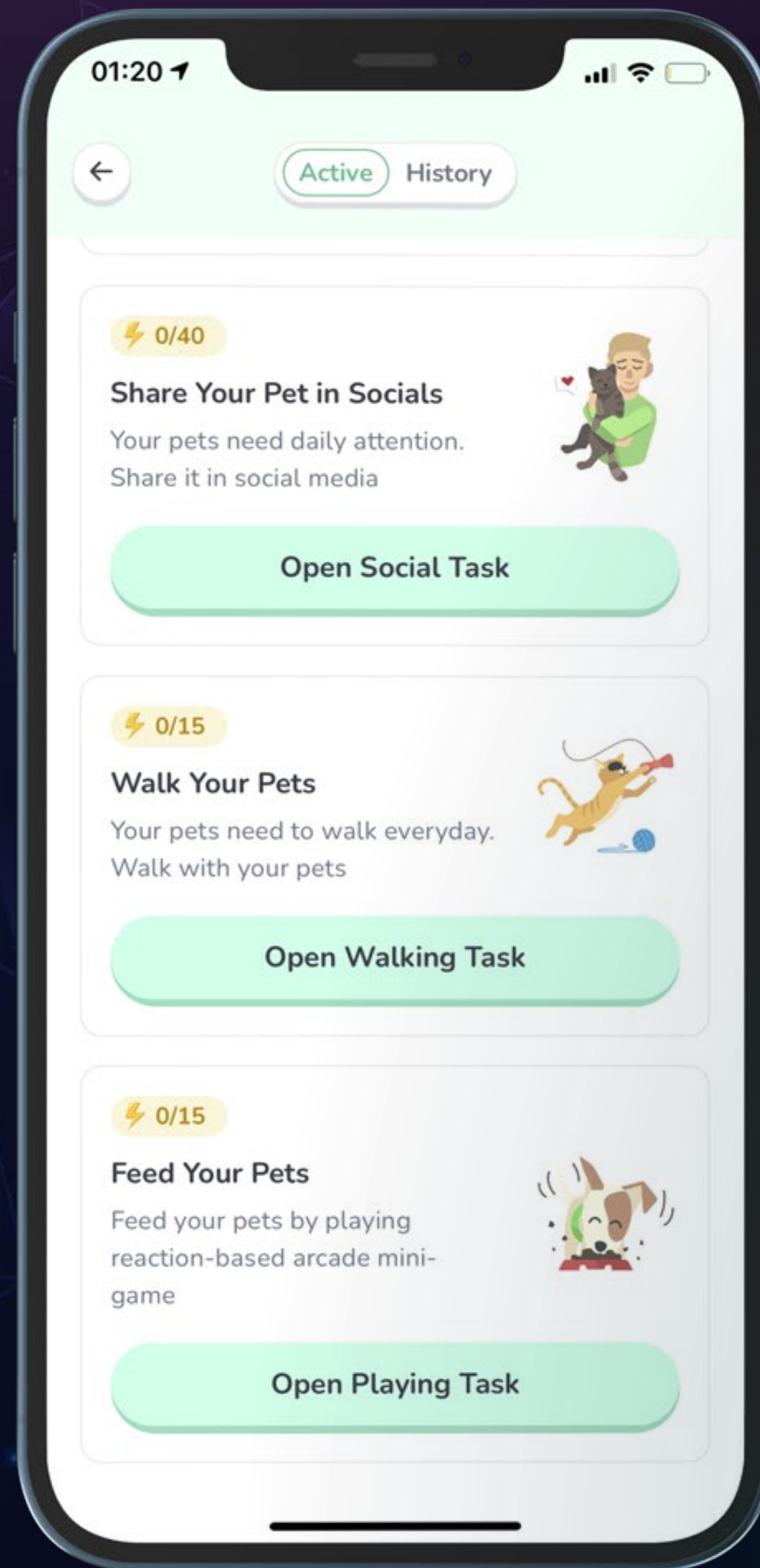


Engaging our existing army of followers through gamification & tasks, we are on a highway to create a viral effect in Instagram. Coupling it with marketing campaign, influencers we aim to blow social media!









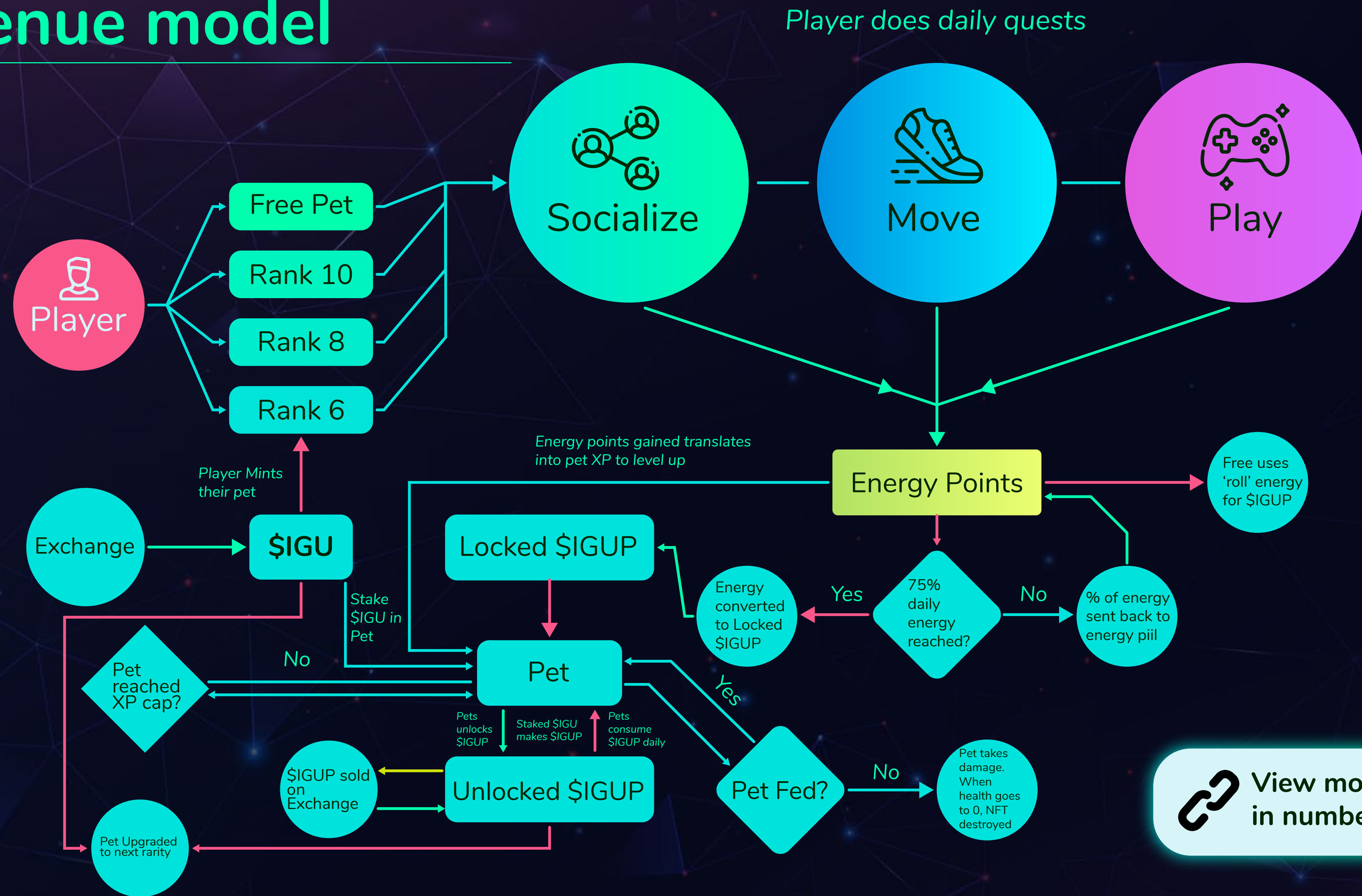
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# Revenue model

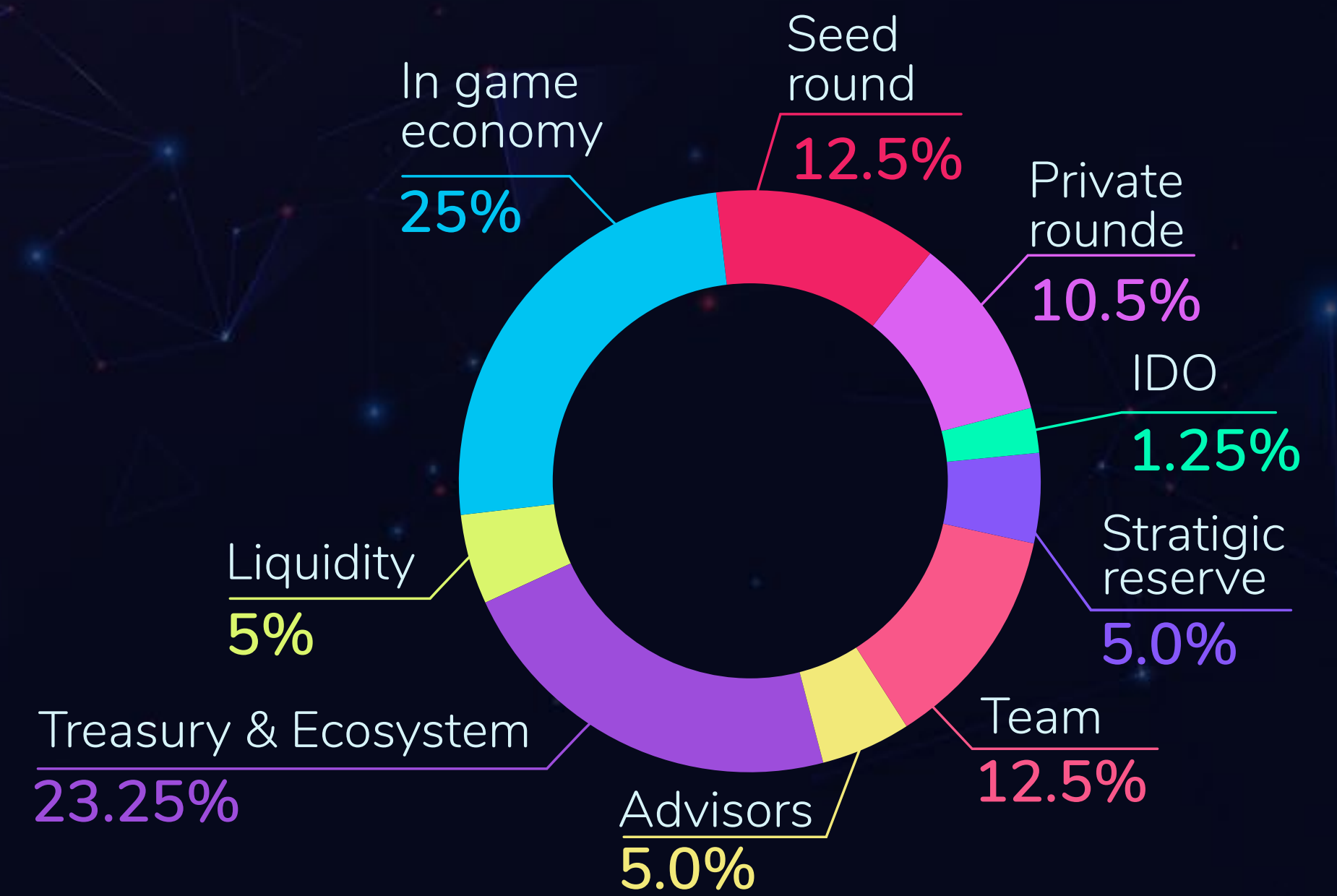


View model details  
in numbers



## Tokenomics



Round	Price	Vesting
Seed	\$0.02	0% at TGE, 12m lock, 12m vesting
Private	\$0.0375 - \$0.048	5% at TGE, 1m lock, 12m vesting
Public	\$0.06	15% at TGE, 6m vesting
Team	-	0% at TGE, 12m lock, 18m vesting
Advisors	-	0% at TGE, 12m lock, 18m vesting



Total fundraise:	\$2.85m
Supply:	400m
TGE Circulation Supply:	0.7125%
TGE Market Cap:	\$171,000
Fully Diluted Market Cap:	\$24m



# Vesting schedule

 - Cliff  - Vesting

Round \ Months	TGE Unloch	1	3	6	12	15	24	30	36
Seed	0	12M					12M		
Private round	5%	1M	12M						
Public round	15%	6M							
Strategic Reserve	0	12M					24M		
Team	0	12M					18M		
Advisors	0	9M				14M			
Treasury / Ecosystem	0	3M	24M						
Liquidity	50%	6M							
In game economy	-	3M	24M						

Investors will be able to claim tokens in our User dashboard accoeding to a vesting schedule



# IGU Token Rounds Details



	SEED	PRIVATE	IDO
Token allocation	12.5%	10.5%	1.25%
Tokens allocated	50M IGU	42M IGU	5M IGU
Token price	\$ 0.02	\$ 0.0375 - \$ 0.048	\$ 0.06
Fundraising goal	\$ 1M (available)	\$ 1.260M	\$ 300,000
Market Cap	\$ 1,000,000	\$ 2,550,000	\$ 2,850,000
Fully Diluted Market Cap	\$ 8,000,000	\$ 16,000,000	\$ 24,000,000
Tokens released at TGE	-	2,100,000 IGU	750,000 IGU
Allocation % Released at TGE	-	5%	15%
% of Total Supply released at TGE	-	0,525%	0,1875
Selling Pressure at TGE	-	\$ 126,000	\$ 45,000





# Summary & links

 CoinMarketCap

 **BINANCE** NFT

 **OpenSea**

**Forbes**

## Partners:

 **biswap**

 **Chainlink**

 **KAIZEN  
FINANCE**



 **Magic Square**

## listings:

**BYBIT**

 **MEXC Global**

 **Huobi**

