

WHAT ARE THE

Pirates of the Arrland

PIRATES OF THE ARRLAND IS AN INNOVATIVE GAME THAT CAPTURES THE ESSENCE OF THE PIRATE WORLD, CREATING A COMMUNITY DRIVEN BY THE FREEDOM TO MAKE CHOICES AND INFLUENCE GAMEPLAY.

UTILIZING BLOCKCHAIN TECHNOLOGY, THE GAME ALLOWS EVERY ASPECT TO PLAY A KEY ROLE IN A PLAYER-RUN GLOBAL ECONOMY.

IT OFFERS A VARIETY OF GAMEPLAY MODES:

- **MULTIPLAYER ONLINE BATTLE ARENA (MOBA)**
- **ARRLAND STRATEGY**
- **ARRLAND ADVENTURE**
- **ARRLAND SANDBOX**

ALL INTERCONNECTED AND CENTERED AROUND A MARKETPLACE ON ONE OF THE MAIN TRADING ISLANDS IN THE **ARRLAND ARCHIPELAGO**.

AT ITS CORE, **PIRATES OF THE ARRLAND** IS A **DECENTRALIZED MIMO** STRATEGY GAME USING BLOCKCHAIN TECHNOLOGY FOR TRANSPARENCY, SECURITY, AND IMMUTABLE DIGITAL OWNERSHIP. PLAYERS CAN BECOME CREW **CAPTAINS**, EXPAND ISLANDS, **GATHER** RESOURCES, FORM **ALLIANCES**, OR **PLUNDER** SHIPS, WITH EVERY DECISION IMPACTING THE GLOBAL **ECONOMY** AND POWER STRUCTURES.



WEB3 GAMES **PROBLEMS** AND OUR **SOLUTIONS**



LOW QUALITY GAMES

- SHALLOW GAMEPLAY
- LOW QUALITY GRAPHICS
- ONLY SINGLE PLAYER
- GAME WITH SCI-FI ENVIRO
- MOSTLY FPS



OUR SOLUTION

- DEEP GAMEPLAY
- HIGH QUALITY GRAPHICS
- MULTIPLAYER MODE
- PIRATE WORLD!
- DIFFERENT GAME TYPES



IT'S A SCAM!

- GAME NEVER WILL BE DELIVERED
- IT WILL BE WEAK LIKE OTHER WEB3 GAMES
- I NEED TO PAY TO TRY IT



OUR SOLUTION

- ALREADY DELIVERED BETA VERSION
- FREE TO PLAY



HIGH ENTRY TRESHOLD

- I DON'T KNOW HOW TO START
- I NEED CRYPTO WALLET TO PLAY



OUR SOLUTION

- SHORT VIDEO TUTORIALS HOW TO START IN WEB3
- ACCOUNT ABSTRACTION
- STEAM



IT'S A PAY TO WIN!

- I NEED TO SPEND MONEY TO HAVE FUN
- OTHERS ALREADY HAVE EVERYTHING
- THERE IS NO GOAL TO PLAY



OUR SOLUTION

- YOU DON'T NEED TO PAY TO HAVE FUN
- GOALS WHICH CAN BE ARCHIEVED ONLY BY PLAYING

GAMEPLAY **M**ULTIPLAYER **O**NLINE **B**ATTLE **A**RENA **M**ODE



MELEE COMBAT



RANGED COMBAT



MAGIC COMBAT



9



GAME LOOP (RUM, ARRC AND RESOURCER CIRCULATION)

SELLING RESOURCES AND GOODS NEEDED BY OTHER PLAYERS



NEED FOOD FOR SHIP VOYAGES



NEED GOODS USED IN BATTLES



PRODUCING RESOURCES AND GOODS ON PRIVATE ISLANDS



BUYING RESOURCES AND GOODS NEEDED FOR DEVELOPMENT OF THE ISLAND



TRADE AND SEA BATTLES ON STRATEGY MODE

PLAYER CAN BUY GOODS USED IN MOBA



\$ARRC EARNED IN MOBA BATTLE ARE NECESSARY FOR TRADE



PLAYER CAN PRODUCE GOODS USED IN MOBA



NEED FOOD FOR HP REGENERATION



\$RUM IS NEEDED FOR ISLAND DEVELOPMENT, UPGRADE AND CREATION OF NFT'S

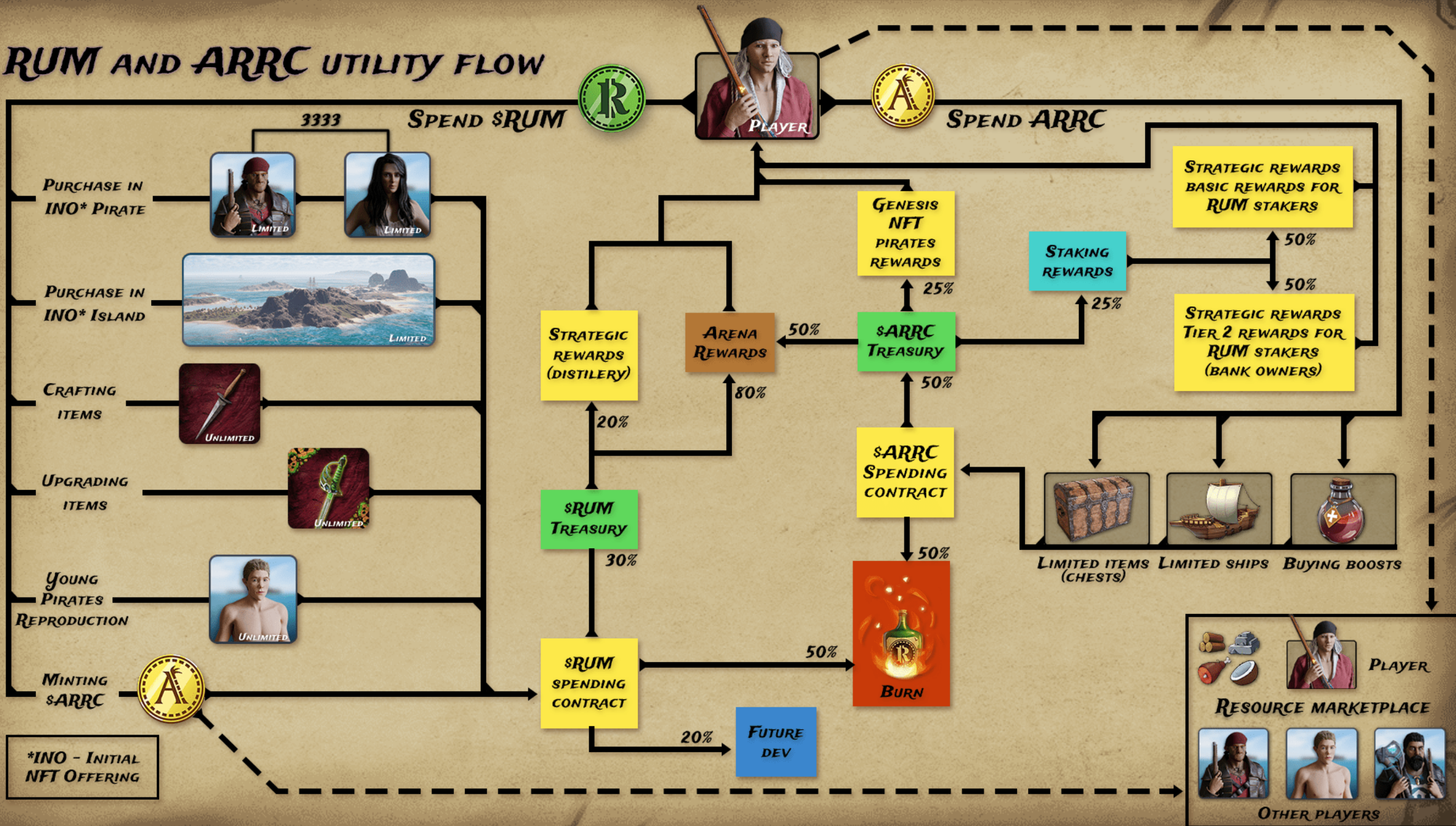


MULTIPLAYER
ONLINE
BATTLE
ARENA

NEED GOODS USED IN BATTLES



RUM AND ARRC UTILITY FLOW



COLLECTIONS

GENESIS MALE PIRATES



- **GAME ACCESS**
- **FREE XS ISLAND**
- **REPRODUCTION**

GENESIS FEMALE PIRATES



- **GAME ACCESS**
- **FREE XS ISLAND**
- **REPRODUCTION**

YOUNG PIRATES



- **GAME ACCESS**
- **AFFORDABLE PIRATE TO PLAY**

ISLANDS



- **RESOURCES PRODUCTION**
- **SOCIAL ACTIVITIES**

SHIPS



- **TRAVEL**
- **TRADE**
- **SEA BATTLES**

ITEMS



- **WEAPONS**
- **TOOLS**
- **MAGIC**

BECOME MORE POWERFUL AND UPGRADE YOUR GEAR BY CRAFTING AND MERGING YOUR NFTs



ARRLAND CREW



CTO / WEB3 LEAD
Dominik Szopa



CEO / GAME DESIGNER
Norbert Paszkowski



COO / GAME DIRECTOR
Damian Ślaski



METAVERSE ARCHITECT
Paweł Galicki



YEARS OF EXPERIENCE:

38

GAMEDEV
(INCLUDED AAA)

14

BLOCKCHAIN

18

WEB APPLICATIONS

35

BUSINESS

24

SALES

THE "PIRATES OF THE ARRRLAND" TEAM IS A GROUP OF PASSIONATE SPECIALISTS IN GAMING AND BLOCKCHAIN. WE COMBINE EXPERTISE IN DEVELOPING ADVANCED TOKEN ECOSYSTEMS, 3D GRAPHICS, COMMUNITY BUILDING, AND MULTIPLAYER AND VR SYSTEMS. OUR INNOVATION AND TECHNICAL EXCELLENCE ENSURE UNIQUE GAMING EXPERIENCES.



Why PIRATES OF THE ARRLAND?

1. EXPONENTIAL COMMUNITY GROWTH BASED ON BATTLE ARENA GAME MODE DOWNLOADS

- **REQUESTS SERVED: OVER 159,000** IN A SINGLE MONTH, HIGHLIGHTING ROBUST USER ENGAGEMENT.
- **BANDWIDTH USAGE: NEARLY 3 TB**, SHOWCASING HEAVY INTERACTION AND CONTENT CONSUMPTION.

2. GLOBAL PRESENCE

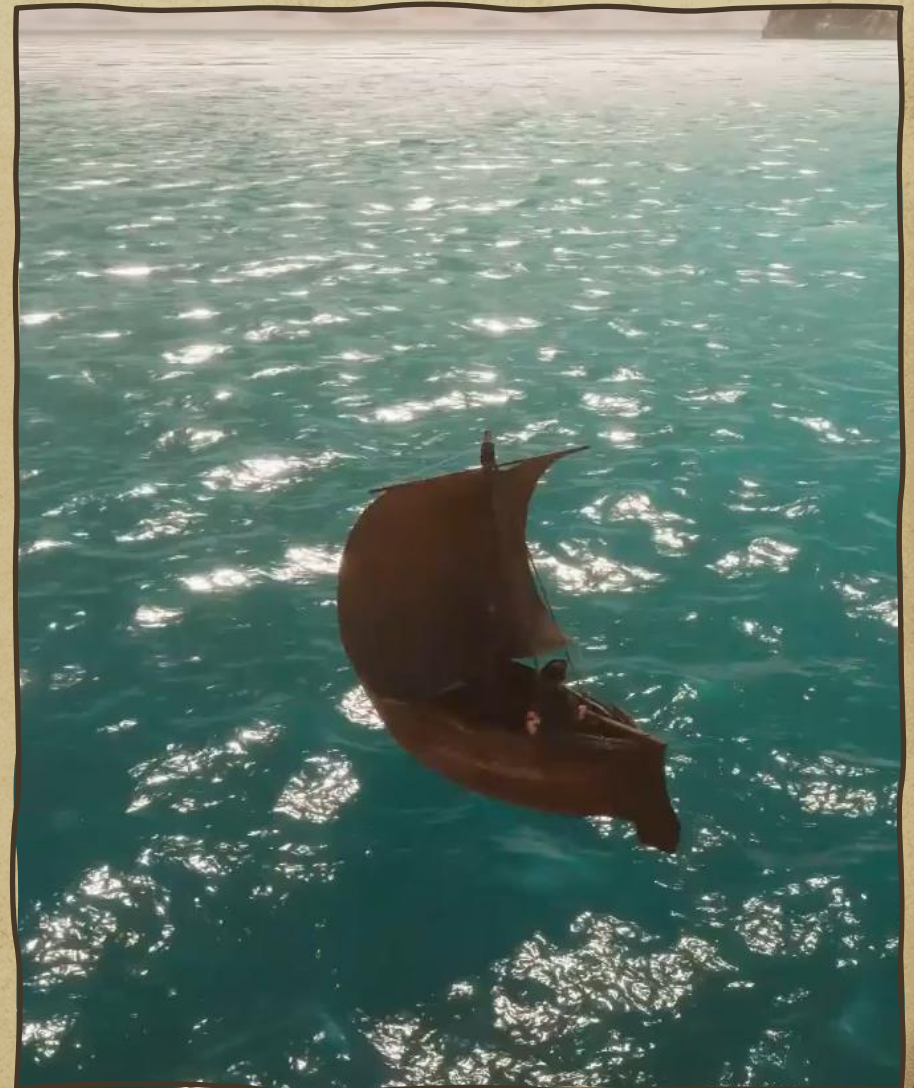
- **STRONG USER BASES IN KEY INTERNATIONAL CITIES**, DEMONSTRATING WIDE-REACHING APPEAL AND DIVERSE AUDIENCE.

3. HIGH ENGAGEMENT METRICS

- **CACHE HIT RATE: 64.78%**, INDICATING EFFICIENT CONTENT DELIVERY AND HIGH USER SATISFACTION.

4. INNOVATIVE PRODUCT RELEASES

- **RECENT LAUNCH OF NEW BATTLEGROUND**S HAS DRIVEN SIGNIFICANT TRAFFIC AND USER ACTIVITY, PROVING THE GAME'S GROWTH POTENTIAL AND COMMUNITY INTEREST.



SOME STATS

ALL REGISTERED USERS: ~ 4500
DAILY ACTIVE USERS (DAU): ~ 50
MONTHLY ACTIVE USERS (MAU): ~ 300
CUSTOMER ACQUISITION COST (CAC): ~ \$3
LIFETIME VALUE (LTV): ~ \$393.75
RETENTION RATE: 70%
CHURN RATE: 30%

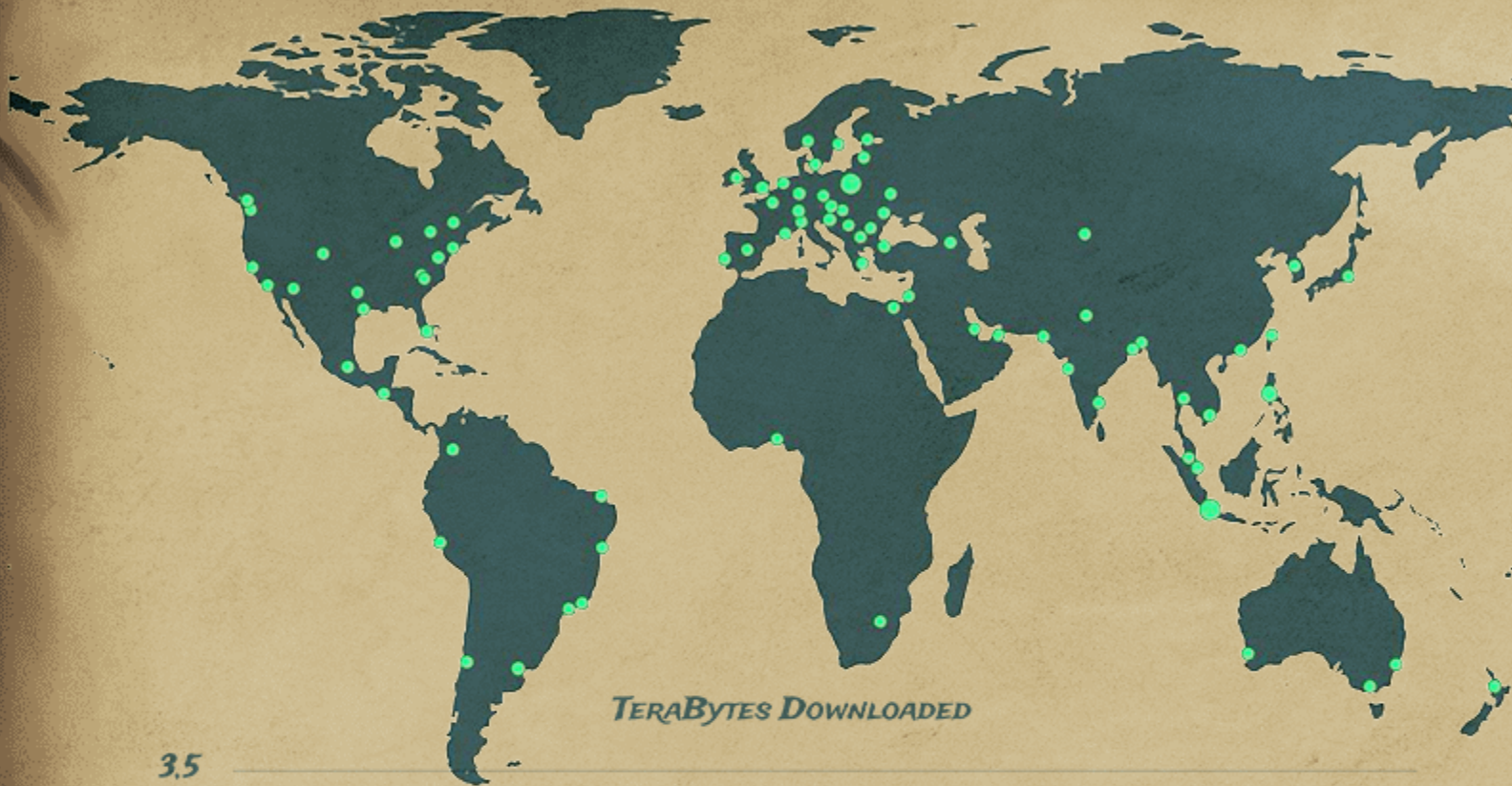


DAU/MAU RATIO: ON AVERAGE, 16.67% OF THE MONTHLY ACTIVE USERS ARE ACTIVE DAILY, WHICH CONTINUES TO INDICATE A COMMITTED CORE USER GROUP WITHIN THE OVERALL COMMUNITY.

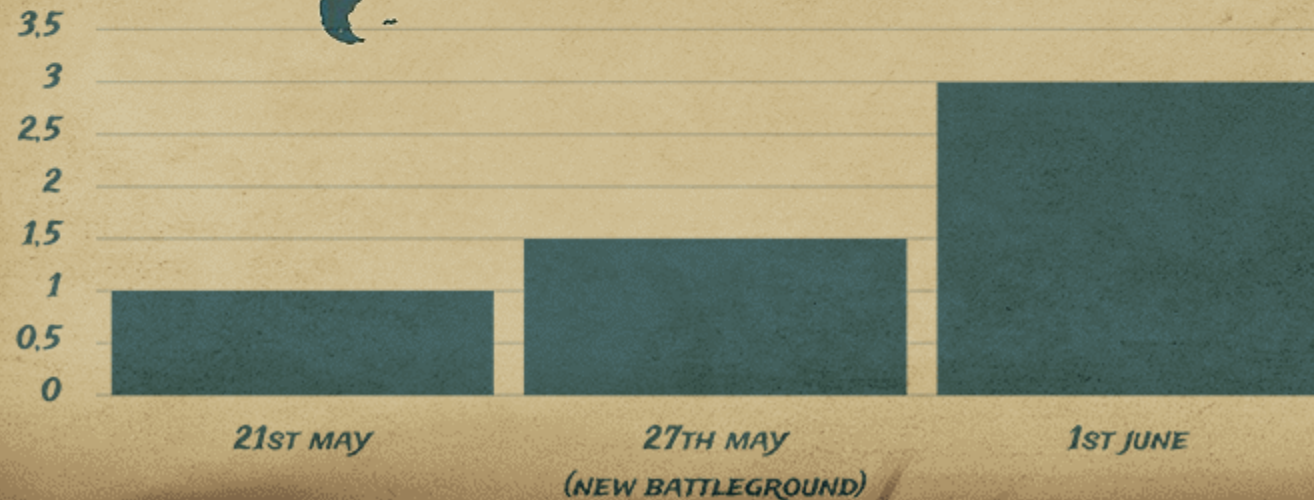
PENETRATION RATE: (THE RATIO OF MAU TO THE TOTAL REGISTERED USERS): APPROXIMATELY 9.37%. THIS MEANS AROUND 9.37% OF ALL REGISTERED USERS ARE ACTIVE ON A MONTHLY BASIS.

CUSTOMER ACQUISITION EFFICIENCY: THE LTV:CAC RATIO 131.25

THE CHURN RATE IN THIS CASE IS LARGELY DUE TO THE FACT THAT MOST OF THE PROJECT'S LIFE HAS TAKEN PLACE IN THE BEAR MARKET, WHERE USER SENTIMENT IS VERY NEGATIVE, AND THEREFORE MUCH BETTER STATISTICS CAN BE EXPECTED AS THE CRYPTOCURRENCY MARKET GROWS.



TERABytes DOWNLOADED



TRAFFIC ANALYSIS

AVERAGE INTERNAL TRAFFIC: 244.67M

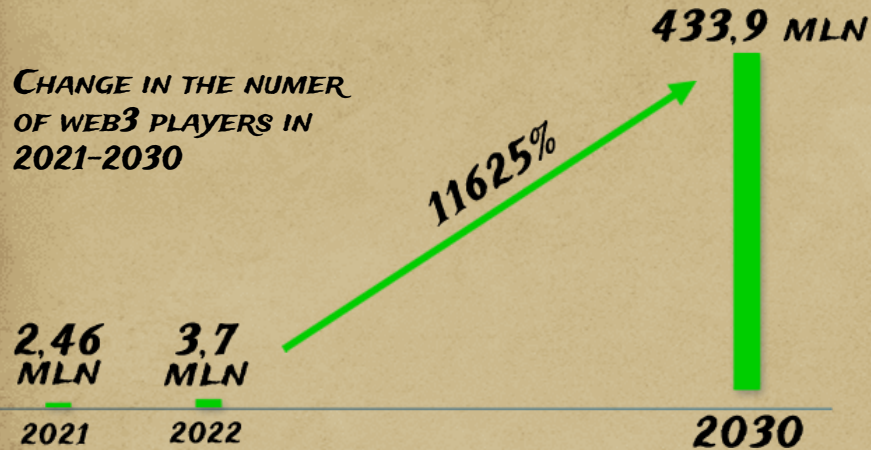
AVERAGE ORIGIN TRAFFIC: 22.27M

TOP CITIES BY DATA USAGE:

1. JAKARTA: 733.1 GB
2. WARSAW: 688.11 GB
3. MANILA: 340.1 GB
4. BUENOS AIRES: 95.22 GB
5. SINGAPORE: 60.53 GB
6. LONDON: 82.16 GB
7. MIAMI: 72.36 GB
8. ZURICH: 47.09 GB
9. HO CHI MINH: 54.02 GB
10. FRANKFURT: 55.6 GB

BUT THE MARKET IS HUGE AND GROWING

CHANGE IN THE NUMBER
OF WEB3 PLAYERS IN
2021-2030



~ 2 000 000

CRYPTO GAMERS

FAST GROWING COMMUNITY

~ 3 000 000 000

TRADITIONAL GAMERS

\$RUM HOLDERS

1800+

NFT HOLDERS

1500+

REGISTERED USERS

4500+

HOW DO WE ACQUIRE CUSTOMERS?

GAMING
EVENTS



CRYPTO
EVENTS



ORGANIC
GROWTH



TOURNAMENTS,
COMPETITIONS



INFLUENCERS,
STREAMERS



GAMING
GUILDS

HOW MANY PIRATES ARE THERE?

X TWITTER / X
55000+



DISCORD
20700+



TELEGRAM
14000+



ZEALY
3000+

