



武 KATANA INU · INVESTOR DECK · 2026

PREMIUM AA COMBAT. INVESTOR READY.

Fast-paced multiplayer action · 5 years built · Open Beta on Steam
\$11M+ deployed · Raising **\$5-6M for 10% equity** at \$50M pre-money.

5+ YRS

DEV

\$11M+

DEPLOYED

100K+

COMMUNITY

\$180M

PEAK FDV

\$3M+

REVENUE



THE NUMBERS TELL.

MARKET OPPORTUNITY

\$11-17B
PVP SEGMENT.

Modest 0.25% - 1% penetration creates a \$30-170M annual recurring revenue franchise.

TAM · GLOBAL PC GAMES

~\$43B

Annual revenue · live-service dominates

SOM · 3-5 YEAR HORIZON

0.25% penetration

\$30-40M

0.5% penetration

\$55-85M

1.0% penetration

\$110-170M

CAPITAL DEPLOYED

\$11.5M

TOTAL INJECTED

\$11.5M

Into the project · all-in

ATH FDV · SKATA

\$180M+

Fully diluted valuation peak

2021 RAISE

\$7.75M

Zero product

PRODUCTION

5 YR

Through one full bear cycle

REVENUE

\$3M+

Token & NFT sales

TOKEN HOLDERS

40K+

Organic community

COMMUNITY

100K+

Members across all channels

This project has a total of **~\$11.5M Invested** into development, infrastructure, and operations - with **~\$3M+ in revenue** already generated through Token & NFT sales. A proven team that ships, builds through bear cycles, and refuses to stop.

A PREMIUM AA ACTION GAME BUILT FOR THE WORLD.

A premium AA action game for global competitive & Battle Royale play. Free-to-play on Steam. Skill-based PvP, zero pay-to-win. Built for the 130M+ mainstream audience, with an optional digital ownership layer (web3) for those who want it, but we focus on traditional gamers!

刃 Building since 2021. Engineered for eSports, live tournaments, and global scale.

01

THE GAME

Katana Inu is a fast-paced premium quality multiplayer action game on PC built for pure competitive intensity. Console and Mobile coming next.

02

PVP COMBAT

Jump into 1v1, 3v3, Free-For-All, and Battle Royale, lightning-fast, skill-driven combat from a dynamic third-person perspective.

03

PLAY2EARN

Web2 on Steam & Web3 Free2Play. Hold tokens for tier rewards and season perks. With Tier system, hold tokens & NFTs with Levelup and Kill system to earn.

2021

FOUNDED

ESPORTS

TOURNAMENTS

GLOBAL

AUDIENCE

FREE2PLAY

ON STEAM



KATANA INU 魂 OVERVIEW

質 PREMIUM PRODUCTION QUALITY

Built in Unreal Engine with professional studio standards, fully animated characters, cinematic trailers, VFX, and a distinct anime-inspired visual identity that stands out in any store.

NAKAMA **UES**
BACKEND ENGINE

勝 SKILL-BASED PVP · NO PAY-TO-WIN

Pure melee combat, swords, abilities, and hero powers. Mastery rewarded at every level, from casual to competitive. 4 live game modes.

4 MODES **ESPORTS**
LIVE NOW PLANNED

技 5 CLASSES · 100+ HEROES · 100+ WEAPONS

Every fighter belongs to one of 5 combat classes, each with a unique active + passive ability set, ultimates, combos, and counters. Depth that drives long-term retention and competitive mastery.

5 CLASSES **100+ WEAPONS**
COMBAT STYLES VARIANTS

拡 MULTI-PLATFORM ROADMAP

PC is live. PS5 development is underway. Mobile is roadmapped. Each platform expands the addressable audience and extends the game's revenue runway over the next 3 years.

PC **PS5 + MOBILE**
LIVE ROADMAP

仁 FREE-TO-PLAY · STEAM · PC

Play2Earn, Blockchain & NFT ownership is optional, never required to play. Download and play instantly, no payroll, no subscription. Available on Steam. Zero friction entry for mainstream Web2 players.

F2P **STEAM**
NO PAYWALL LIVE BETA

財 PROVEN MONETIZATION MODEL

Cosmetics-first: skins, weapon variants, emotes, and seasonal Battle Pass. The same model that drives billions in Fortnite and Valorant, No Pay-to-Win, pure self-expression.

BATTLE PASS **NO PAY-TO-WIN**
SEASONAL FAIR PLAY

GAME MODES · LIVE

FOUR WAYS TO FIGHT.

壺 3V3 RANKED

Squad-based competition.

参 FREE-FOR-ALL

Casual chaos arena.

弍 BATTLE ROYALE

60 players. One arena.

肆 1V1 HONOR DUEL

Pure skill expression.

NEXT STEPS

五 PLANT THE BOMB & CAPTURE THE FLAG

Objective-based PvP.

六 ZOMBIE MODE

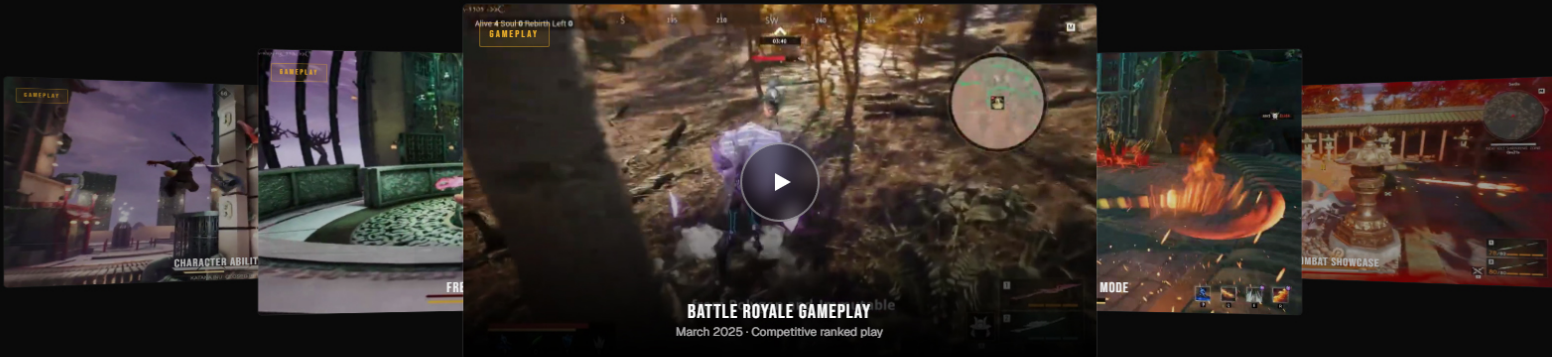
Survive the horde (+Co-Op).

七 SQUAD BATTLE ROYALE

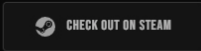
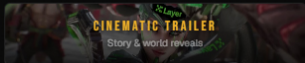
Team up, outlast all.



WATCH THE GAME.



Watch here: [Pitch.katanainu.com](https://pitch.katanainu.com)



MARKET 証 PROOF · COMPARABLE TITLES

DIRECT COMPETITION · SAME GENRE

NARAKA: BLADEPOINT
3RD PERSON MELEE DR · F2P

\$380M
PC REVENUE

+ \$800M
MOBILE REVENUE

40M ONLY 0
REGISTERED USERS
SEASON 15: MIRAGE

OVERWATCH 2
F2P HERO SHOOTER · ABILITIES

\$225M
REVENUE 2024

\$170M
REVENUE 2025

15-18M
MONTHLY PLAYERS

WHERE WINDS MEET
ASIAN ACTION · F2P · OPEN WORLD

\$573M
ESTIMATED YEAR 1

\$95M
REVENUE JAN 2025

15M
MONTHLY PLAYERS

F2P MODEL PROOF · FREE-TO-PLAY WORKS AT MASSIVE SCALE

FORTNITE
F2P BATTLE ROYALE · COSMETICS

\$26B
TOTAL REVENUE

100M+
MONTHLY PLAYERS

500M+
TOTAL DOWNLOADS

F2P MODEL

GENSHIN IMPACT
F2P · ASIAN AESTHETIC · GACHA

\$4B+
TOTAL REVENUE

60M+
MONTHLY PLAYERS

\$60M+
MONTHLY REVENUE

F2P MODEL

ASIAN AESTHETIC DEMAND · THE STYLE ALONE SELLS MILLIONS

BLACK MYTH: WUKONG
ACTION RPG · ASIAN · SINGLE PLAYER

10M+
COPIES IN 3 DAYS

23M+
TOTAL PLAYERS

\$500M+
REVENUE

ASIAN AESTHETIC

GHOST OF TSUSHIMA
ACTION · OPEN WORLD · SAMURAI

11M+
COPIES SOLD

\$500M+
REVENUE

9.4/10
USER SCORE

ASIAN AESTHETIC

MORE REFERENCES

MORTAL KOMBAT 1
FIGHTING · ABILITIES · PVP

3M+
COPIES SOLD

\$300M+
FRANCHISE REVENUE

10M+
FRANCHISE PLAYERS

SMITE 2
F2P MOBA · 3RD PERSON COMBAT

35M+
FRANCHISE PLAYERS

1M+
EARLY ACCESS

\$200M+
FRANCHISE REVENUE

SEKIRO
ACTION · SHOULDLIKE · OBTY 2018

5M+
COPIES SOLD

OBTY
ON TA BANDO

\$300M+
REVENUE

NIHON 2
ACTION RPG · ASIAN · CO-OP

2.5M+
COPIES SOLD

94%
FRANCHISE REVENUE

\$60M+
OBTY REVENUE

THE 匠 STUDIO

BUILT. LIVE. BATTLE-TESTED.



LIVE & COMING TO

We will get this game live on all major platforms.



STEAM



EPIC GAMES



PLAYSTATION



ELIXIR GAMES



CREG ENGINE



ULTRA

PREMIUM PRODUCTION

UNREAL ENGINE 5

Asian / anime visual identity. Premium animation standards.



PRODUCTION STATUS

LIVE

OPEN BETA

1v1 - 3v3 - BR - FFA - Tutorial, playable now on Steam.

WHY KATANA WINS

ASIAN-INSPIRED COMPETITIVE PVP.

High-skill melee. Tournament-grade. Built for esports and longevity.

OPEN BETA DOWNLOADS

15K+

Total downloads - testers & players

WEAPONS

100+

With unique VFX

BATTLE MAPS

6

Plus seasonal drops

GAME MODES

4

1v1

3v3

Free-For-All

Battle Royale

+ Zombie & Squad coming

COMMUNITY & REACH

100K+ COMBINED.

Real reach across every platform players live on.

X
70K
TWITTER

IG
14K
INSTAGRAM

T
12K
TIKTOK













T
15K
TELEGRAM

D
22K
DISCORD



K O L 声 NETWORK

50+ creators · more than 5M combined reach · Accounts that have quote tweeted us, shared our game videos, trailers & 3D animations. They have Retweeted and talked many times about Katana Inu!

 <p>800K CRYPTO WIZARD RT/QT: 40+ Comments: 15+</p>	 <p>680K SZ TRADER RT/QT: 10+ Comments: 5+</p>	 <p>540K X0 TRADER RT/QT: 5+ Comments: 2+</p>	 <p>516K IBCIG RT/QT: 30+ Comments: 30+</p>		
 <p>293K BIGWHALE REAL RT/QT: 20+ Comments: 20+</p>	 <p>269K SHELBY RT/QT: 30+ Comments: 20+</p>	 <p>230K CRYPTO GENZO RT/QT: 20+ Comments: 20+</p>	 <p>180K DUBZYXBT RT/QT: 30+ Comments: 20+</p>		
 <p>146K CRYPTONOVA RT/QT: 8+ Comments: 5+</p>	 <p>117K CRYPTOLIMBO RT/QT: 5+ Comments: 5+</p>	 <p>113K DMT RT/QT: 25+ Comments: 25+</p>	 <p>109K JOLLY GREEN MONEY RT/QT: 5+ Comments: 5+</p>		
<p>X EUROSNIPE 80K</p>	<p>X MIDDLECHILDPAK 80K</p>	<p>X TRADERNJ 70K</p>	<p>X RVCRYPTO 64K</p>	<p>X CRYPTOSHADOW 41K</p>	<p>X JAMMA PEARSON 56K</p>



THE POWER OF KATANA INU

BLOCKCHAIN 盟 COLLABORATIONS

Major blockchains support our game with player acquisition, engagement and revenue - **mostly for free**. We created unique 3D characters for each chain.



SOLANA

\$76B



AVALANCHE

\$9B



POLYGON

\$1B



IMMUTABLE

\$45.1M



BEAM

\$139M



SKALE

\$58M

3D MODEL FOR THESE 武 BLOCKCHAINS COLLABS.



POLYGON



ETHEREUM



BINANCE



SOLANA



AVALANCHE



IMMUTABLE

Each 3D character is the result of an **official collaboration** -every blockchain partner has granted Katana Inu the rights to design and release a custom warrior representing their ecosystem, cementing our position as a premier Web3 gaming partner.

鎖 We are a traditional Web2 game, with web3 optional

FOR WEB2 PUBLISHERS & INVESTORS

01 WEB3 IS SEAMLESS

Our core audience is mainstream Steam gamers. Blockchain runs silently in background: players buy NFTs via credit card and all transactions settle without friction.

02 DUAL AUDIENCE STRATEGY

We serve Web2 and Web3 simultaneously. Our partner network and influencers bridge both audiences organically.

03 GRANTS AND MULTICHAIN UPSIDE

Every new chain adds non-dilutive grant funding, co-marketing support, and a new native audience at zero cost to the player.

04 NFT OWNERSHIP AND PLAY2EARN

Players own assets and earn through Play2Earn, combining both audiences for greater reach. Token-fee tournaments generate direct revenue from Web3 community.

7.1M

COMBINED FOLLOWERS · X / TWITTER

5M+

KOL INFLUENCER REACH

WEB3 IS POWERFUL.
WEB2 IS THE FOCUS.

Web3 is a powerful support for the game.

TOKEN = FREE MARKETING + DIRECT REVENUE

Exchange & DEX listings make every trader an organic promoter of the game. Token fees, marketing token allocations and development reserves create a **direct revenue stream** -on top of game revenue.

WEB2

PRIMARY AUDIENCE

WEB3

EXTRA LAYER

WIN ↔ WIN

Web2 supports Web3 through a mainstream player base and proven game quality. Web3 supports Web2 through free marketing via exchange & DEX listings, token fees, and marketing token revenue.

▶ WE SEE ZERO DISADVANTAGES -THERE ARE ONLY ADVANTAGES ON EVERY LEVEL. ◀

• READY · TESTING PHASE

BLOCKCHAIN INTEGRATION (WEB3)

WEB2 + WEB3 · SEAMLESS

Web2 + Web3 = Our focus is Web2, and with Web3 we integrate easy ownership and more value for players - **completely seamless.**

Reward System already finished -we can start after a few testings.

[CHECK OUR REWARD SYSTEM →](#)

OWN PLATFORM

NFT MARKETPLACE

Built-in marketplace -trade skins, weapons & characters on-chain



\$KATA TOKEN

V1 token - proven market demand

40K+

TOKEN HOLDERS

Organic community - V1

\$180M+

ATH FULLY DILUTED VAL.

All-time peak market cap



NFT COLLECTIONS

GENESIS TAKERU · BABYDOGE
FORGE COLLECTION

[GENESIS TAKERU ↗](#)

[BABYDOGE](#)

[FORGE](#)

PRODUCTION TEAM
WORLD-CLASS TALENT. IN-HOUSE.

3D Artists

Senior Animators

Game Developers

Blockchain Engineers

Marketing Team (Web2 with huge connections)

UI/UX Designers

PLAY 2 EARN 譽 MECHANISM

The more **KATA tokens & NFTs** you hold, the higher your earning potential. Maximize rewards by leveling up, playing longer, and outperforming - **more kills, more skill, more income.**

刀 TOKEN HOLDINGS

The more KATA tokens & NFTs you hold, the higher your earning multiplier.

昇 LEVEL UP

Progress through ranks to unlock greater reward rates with every match.

時 PLAYTIME

Longer sessions compound your earnings - consistency is rewarded.

技 SKILL & KILLS

More kills, better performance, bigger payouts. Pure skill drives real income.

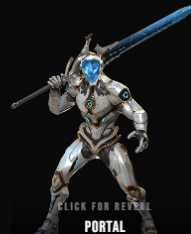
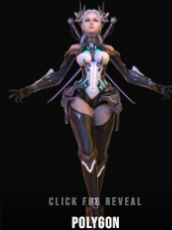
IN-GAME 映 IMAGES

Real gameplay captured in-engine — no CGI, no mockups.



CRYPTO WARRIORS, FORGED IN STEEL.

3D High Quality Character! More than 30 Character & 100 Skins!



\$211 BILLION MARKET. WE NEED 0.2%.

Games is the largest entertainment category on Earth. F2P has democratised access. We sit at the intersection of three high-growth vectors: action multiplayer, Web3 gaming, and Asian martial-arts aesthetic — all underserved.

\$211B

Global games market 2025

TAM

TOTAL ADDRESSABLE MARKET

Every gamer on Earth — PC, console, mobile, Web3. The entire pie we are playing in.

\$38B

PC action / F2P multiplayer

SAM

SERVICEABLE ADDRESSABLE MARKET

Action multiplayer on PC — our direct segment. Includes Fortnite, Brawlhalla, Warframe, and 500+ titles competing in this exact space.

\$380M

Katana Inu Year 3 target — 1% of SAM

SOM

SERVICEABLE OBTAINABLE MARKET

Capturing 1% of the SAM with 500K–2M active players at \$15–20 ARPU. A conservative target — Brawlhalla reached 80M downloads; we need 0.6% of that to hit SOM.

8.7%

Global Gaming CAGR

2024–2028 projected

21.4%

Web3 Gaming CAGR

Fastest growing sub-segment

78%

F2P Revenue Share

Of all games revenue

2.9B

Mobile + PC Convergence

Active gamers worldwide

8.7%

Global Gaming CAGR

2024–2028 projected

21.4%

Web3 Gaming CAGR

Fastest growing sub-segment

78%

F2P Revenue Share

Of all games revenue

2.9B

Mobile + PC Convergence

Active gamers worldwide

3 GAPS

No premium martial-arts action game at AAA quality with F2P access exists on PC today.

WEB3 UPSIDE

40,000+ token holders are pre-committed players. Web3 games average 3x higher ARPU than Web2 equivalents.

TIMING

Steam Next Fest 2026 + console launch window = maximum market attention. We are production-ready to hit it.

30+ GAMES ANALYZED. ZERO TRUE RIVALS.

No other game combines: F2P access + premium 3D melee combat + Web3 ownership + samurai aesthetic + production-ready launch state. We operate in an uncontested lane.

Feature	Katana Inu	Fortnite	Brawlhalla	Naraka	Warframe	MK1	SF6
F2P on Steam	✓	✓	✓	✓	✓	—	—
3D Melee Combat	✓	—	—	✓	✓	✓	—
Web3 / NFT Layer	✓	—	—	—	—	—	—
Token Economy	✓	—	—	—	—	—	—
100+ Cosmetics Day 1	✓	✓	✓	✓	✓	—	—
Samurai / JP Aesthetic	✓	—	—	—	—	—	—
Console Port (Planned)	✓	✓	✓	✓	✓	✓	✓

FORTNITE

Epic Games · Battle Royale / Action
350M+ registered

BRAWLHALLA

Blue Mammoth / Ubisoft · Platform Fighter
80M+ downloads

MORTAL KOMBAT 1

NetherRealm / WB · Fighting
5M sales

WARFRAME

Digital Extremes · Action / F2P
70M registered

AXIE INFINITY WEB3

Sky Mavis · Web3 / P2E
2.7M peak DAU

GODS UNCHAINED WEB3

Immutable · Web3 Card Game
450K players

ILLUVIUM WEB3

Illuvium DAO · Web3 RPG
180K registered

STREET FIGHTER 6

Capcom · Fighting
4M sales

WHERE THE CAPITAL GOES

Modeled at a **\$56M raise**. Marketing first to drive adoption, development second, liquidity third, structured for growth and retention.



- 55% Marketing & User Acquisition
- 20% Game Development Sprint
- 15% Team Expansion
- 10% Live-Ops Infrastructure

55%

MARKETING & USER ACQUISITION

Performance ads (Meta/Google/TikTok), KOL & streamer partnerships, esports events, retention campaigns, regional rollout.

\$2,750,000

@ \$5M raise

\$3,300,000

@ \$6M raise

20%

GAME DEVELOPMENT SPRINT

Zombie Mode, Squad Mode, Console port (PS5 certification + optimization), seasonal content pipeline.

\$1,000,000

@ \$5M raise

\$1,200,000

@ \$6M raise

15%

TEAM EXPANSION

CMO, Senior Game Designer, Community Lead, Console Specialist, Localization team.

\$750,000

@ \$5M raise

\$900,000

@ \$6M raise

10%

LIVE-OPS INFRASTRUCTURE

Server scaling for launch, anti-cheat infrastructure, QA & customer support, multi-region localization.

\$500,000

@ \$5M raise

\$600,000

@ \$6M raise

STEAM F2P REVENUE

In-game purchases, season passes, cosmetics, Battle Pass. Proven model (Fortnite, Valorant).

TOKEN & NFT REVENUE

Token fee tournaments, NFT skin drops, marketplace royalties, staking rewards.

WEB3 GRANT INCOME

Non-dilutive grants from blockchain partners. Each new chain adds funding at zero cost.



Financial Model, Unit Economics and Exit Strategy available upon request under NDA. [Contact us to receive the full package.](#)

\$5M FOR 10% EQUITY.

In 2021, the market valued this project at

\$50M, zero product.

Today, with a complete premium AA game & \$11.5M deployed

We ask for the same valuation.

PUBLISHER AND INVESTOR ROUND OPEN.

Pre-money valuation: **\$50M**. Lead investor sought. Strategic publishers welcome.

"In 2021, we raised \$7.75M at a \$50M valuation -before a single game mode existed. I put my own money in. I gave 5 years of my life. A samurai does not abandon his blade because the road is long - he sharpens it. You are not just investing in a project. You are standing beside a founder who will not stop."

- WARRIOR - FOUNDER, KATANA INU

VALUATION PROOF — WHY \$50M PRE-MONEY IS CONSERVATIVE

2021 · TOKEN RAISE

~\$50M

FDV Valuation

- × Just 1 month game demo
- × 4x 3D models, 1 trailer, few initial videos
- × Small team
- × No community, just a few hundred
- × A promise & Idea, 9 months work, \$150K investment

RAISE

\$7.75M

for 21%

ATH AFTER

\$180M+

\$1-12M daily vol.

TODAY · EQUITY ROUND

\$50M

Pre-Money Valuation

RAISE

\$5M

for 10%

- Near-complete premium AA game · Open Beta launching this quarter
- Already on Steam for test
- 100+ unique skins & 100+ weapons, VFX, fully animated & production-ready
- Multiple cinematic trailers produced
- \$11.5M capital deployed · 5 years execution
- 70,000+ community · 40K+ token holders
- PS5 Partnership & Mobile development underway
- 50+ Web3 partners
- Almost daily activity on Twitter
- Real events with a booth, Gamescom Germany, Tokyo Game Show Japan, Dubai Crypto Expo, Istanbul, Gitex Dubai & Thailand

THIS VALUATION IS CONSERVATIVE.

WHAT YOU GET

- ▶ Equity stake at \$50M pre-money - proportional to your ticket
- ▶ Pro-rata rights for follow-on rounds
- ▶ Board observer seat (Lead investor \$2.5M+)
- ▶ Co-publishing & co-marketing rights
- ▶ Early game access + exclusive publisher benefits

INVESTMENT	EQUITY
\$500K <small>MIN</small>	1%
\$1M	2%
\$2.5M	5%
\$5M <small>LEAD</small>	10%

INVESTMENT THESIS

- ▶ Production-ready Premium AA Web3 game
- ▶ Web2 + Web3 hybrid - 160M TAM
- ▶ \$11.5M already deployed
- ▶ Five years of compounding production
- ▶ Bear-market entry, bull-market upside
- ▶ **100% company & IP ownership, fully founder-held, clean cap table**

KATANA INU WEB2 & WEB3 LAUNCHER

LIVE

V1 LAUNCHER

Built for the Katana Inu game launch. **Free-to-Play with seamless Web3 elements.** No wallet connection required. Players jump straight into the game; the blockchain layer runs in the background, invisibly. Web2 feel, Web3 power.



FREE TO PLAY

No Steam required



AUTO WALLET

Seamless Web2+Web3



BUILT-IN MUSIC

Native audio experience

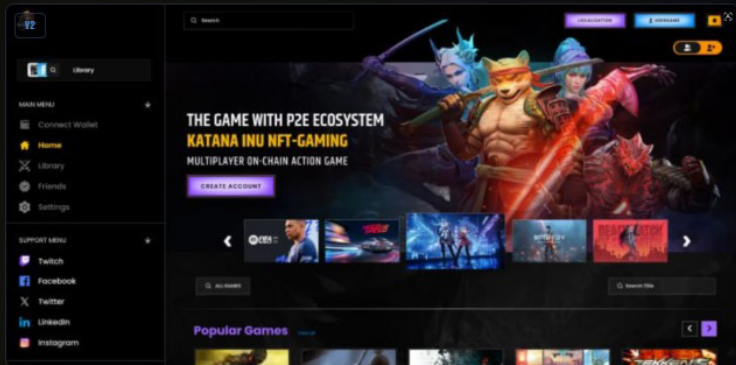
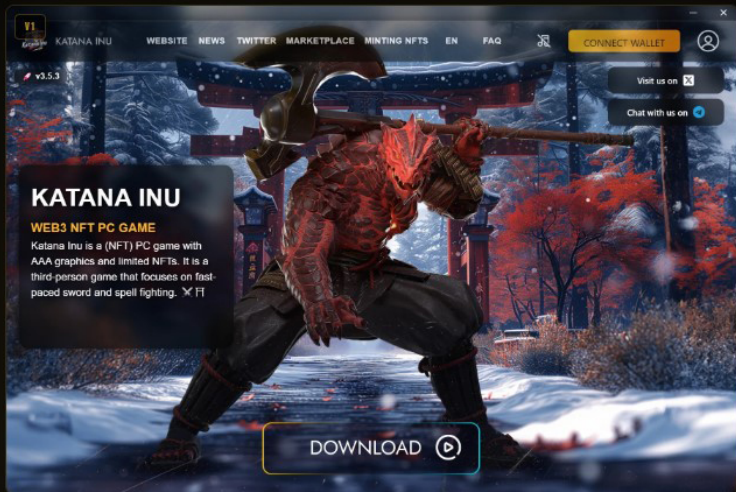


AUTO-PATCH

Download & update system



V2 Launcher Developed over **1.5 years**. A full game platform built to onboard real titles (Web2 & Web3), similar to Steam in experience. Features include wallet connection (optional), built-in community chat, game discovery, and player traction tools. Almost complete, needs final polishing. **Built for scale and ready to onboard external games.**



WHY 時 NOW · 2026 TIMING

Three things lined up at once in 2026. The market wants this type of game. The platforms are ready. The product is done.

転

01

GAMEPLAY-FIRST SHIFT

P2E crashed and burned. What's left is demand for actual games, ones you play because they're fun. That's exactly what we built.

流

02

PLATFORM DISTRIBUTION CYCLE

Steam Next Fest, console expansion, and mobile distribution all opened up. The timing for a new competitive title to break through hasn't been this clean in years.

熟

03

WEB3 MATURITY PHASE

The speculation-first phase is over. What's still standing are projects where the game is real and the blockchain is optional. That's us.

備

04

PRODUCT READINESS

The game is built. Not in alpha, not in prototype. Built. We're not raising to make something. We're raising to launch it.

2026 is when it all converges. The game is ready. The market is ready. This is the launch window, not the development phase.

INVESTOR CONTEXT: DOWNLOAD & RETENTION METRICS

Most of the \$11.5M went into **building the game**. The rest covered what you'd expect running a Web3 project in parallel: bridge infrastructure, exchange listings, token ops, marketplace. That's a lot of plates. We shipped a AA-quality game anyway.

We've already made money. **Token and NFT sales brought in roughly \$3M+** before the commercial game ever launched. Real revenue, real buyers. This isn't a pre-revenue project.

Most of our players came in from the Web3 side: token holders, retail investors, internal testers. Not a paid UA campaign. So the retention numbers don't tell the full story yet. **The real test is the commercial launch.**

✓ Everyone who's played it calls it fun. Web2 players, streamers, investors during playtest sessions. Nobody was being polite either **They came back asking when the full game drops.** The quote we keep hearing: *"a lot of fun."*



EARLY REVENUE SIGNAL: PRE-LAUNCH MONETIZATION

We didn't push monetization during beta. Priority was getting the game right first: **combat balance, hero feel, core loop**. The in-game economy rolls out with the commercial release.

~\$300K

NFT SALES

2022 - 2024

Our community bought **\$300K in NFT collectibles across 2022, 2023, and 2024** before we even had in-game items to sell. These weren't game assets, just ecosystem collectibles. When actual cosmetics are live, **that spending has somewhere better to go.**

INVESTOR 証 DATA

Select a section to expand. Click any tab to reveal.

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DETAIL

For these please visit

pitch.katanainu.com/#investor-tabs

ZERO MARKETING.
REAL NUMBERS.

TRACTION 証 & PROOF

15,000+

Total Downloads

Steam Open Beta. Zero paid marketing.

600+

Steam Wishlists

Organic, growing weekly

\$11.5M

Capital Deployed

5 years of development funded

100K+

Community Members

Twitter, Telegram, Discord combined

5 YRS

In Development

Unreal Engine 5, production-ready

100+

Unique Skins

Fully animated, production-ready

100+

Unique Weapons

Modeled, rigged & battle-ready

65K+

Steam Page Visitors

Organic traffic, no paid ads

10M+

Twitter Views

Across all posts combined

2M+

Total Page Visitors

Across all Katana Inu properties

YEAR 1 · 2026

\$800K

Open Beta → Full Launch

YEAR 2 · 2027

\$3.8M

375% YoY Growth

YEAR 3 · 2028

\$12M

Profitable · +203% YoY

PAID GAME MARKETING SPEND TO DATE

0

Every download and wishlist came from the community, not a game ad. We ran paid marketing for the Web3 side of the project — token awareness, NFT launches, community growth — but **never to acquire active game players**. The **\$2M allocated from this raise for paid game acquisition** is the first time the game itself gets real promotion. Comparable titles hit 500K–2M players within 12 months of their first campaign.



INVESTOR CONTEXT: DOWNLOAD & RETENTION METRICS

Most of the \$11.5M went into **building the game**. The rest covered what you'd expect running a Web3 project in parallel: bridge infrastructure, exchange listings, token ops, marketplace. That's a lot of plates. We shipped a AA-quality game anyway.

We've already made money. **Token and NFT sales brought in roughly \$3M+** before the commercial game ever launched. Real revenue, real buyers. This isn't a pre-revenue project.

Most of our players came in from the Web3 side: token holders, retail investors, internal testers. Not a paid UA campaign. So the retention numbers don't tell the full story yet. **The real test is the commercial launch.**

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THE 人 FOUNDER



MARWAN HADDAD

FOUNDER · KATANA INU

\$540K+

PERSONAL CAPITAL INVESTED

20+ YRS

TECH & CREATIVE EXPERTISE

9+ YRS

CRYPTO INVESTOR

5 YRS

FULL-TIME ON KATANA INU

Marwan invested **\$150K of his own money** before any team, any game, any external capital. He has since committed **\$540K+ in total**, worked unpaid since early 2025, and forgone **\$180K in salary**. No passive founder. Every element of Katana Inu, from game design to cinematic trailers, was driven by his vision and delivered through daily hands-on direction to a team of 35+ developers at peak.

Serial entrepreneur since 2005. First web agency built from scratch in 2009. Personally managed exchange listings, liquidity, marketing, and a 10+ person ops team alongside full game development.

He is now ready to bring in C-level leadership across CMO, COO, CSO, and Game Producer roles. **This raise makes that possible.**

"No Plan B. You are not investing in a project. You are investing in a founder who will not stop."

Available for 20-30 min calls. Game demo, full data room, pitch session on request.

 **BOOK A CALL - 20-30 MIN**



TRY THE GAME -FREE ON STEAM



EMAIL

marwan@katanainu.com



TELEGRAM

@Marwan1412



TWITTER

@Marwankatanainu



INSTAGRAM

@Marwankatanainu



LINKEDIN

marwan1412

TEAM 組 STRUCTURE

CORE DEVELOPMENT TEAM

Active

- **Founder & CEO** Full product ownership · Art direction & UI/UX · Game & level design · Brand Identity · Strategic execution · 5 years hands-on + 20 years Graphic Design and Computer Skills
- **2 Senior Gameplay Developers** Core systems, combat architecture
- **3 Developers (part-time)** Feature development, optimization, Map
- **70+ Team Members (At Peak)** 35+ Game Developers including Animators, 3D Artists. Plus Marketing, Business, BD, Moderators, and a full Operations Team.

PRODUCTION & CREATIVE NETWORK

On-Demand

Senior & Mid 3D Artists

Senior Animator

Backend Developer

Gameplay Developers

Sound Engineer

Generalist Support

We have returning development partners and an established network of experienced studios ready to scale upon funding. These specialists contributed to previous phases of Katana Inu. Available for immediate re-engagement.

SCALING THE LEADERSHIP TEAM: POST-FUNDING

Following funding, Katana Inu will scale its leadership team to cover global launch, LiveOps, and commercial operations. Planned roles include:

CMO

Growth, brand & user acquisition

COO

Operations, LiveOps & team scaling

CIO / CSO

Strategy, BD & Investor relations

HEAD OF PUBLISHING

Platform, console & distribution

Candidate conversations are already in progress. Access to a senior network across gaming, marketing, and operations enables rapid onboarding post-funding.

Lean Core + Scalable Network. Immediate expansion, no hiring delays.

Upon funding, the production network transitions into active full-time capacity, enabling rapid scale across content production (maps, modes, assets), LiveOps & monetization systems, multi-platform development (PC, Console, Mobile), and seasonal esports infrastructure.



Thank you for your time!