

Safe Harbor Statement

This document may contain forward-looking statements, including projections of financial items, statements regarding future operations and plans for new applications, as well as statements about current and future economic conditions. However, because these statements relate to the future, they are subject to uncertainties, risks, and changes in circumstances that are difficult to predict, many of which are outside of our control. Therefore, our actual results and financial condition may differ materially from those indicated in the forward-looking statements. We cannot guarantee the accuracy or completeness of any forward-looking statements we make.

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ABSTRACT

Gaming has come a long way since the early days of arcade machines and console games. The industry has evolved over time into multiple billion dollar markets in Gaming Skins, Mobile Gaming, and now the emerging Metaverse market. Recent statistics show that the gaming industry is making more than three times as much money as the music industry and almost four times as much as the movie industry. Gaming is clearly here to stay.

There are three core problems in the space: lack of true asset ownership for gamers, hypercompetition for game development, and the focus on work over fun in web 3 games, resulting in reduced player engagement and lower chances of profitability for small game studios.

To tackle these problems, the MetaBoy project chooses to focus on Decentralized Game Development with a winning IP for all people of all ages, to deliver fun & engaging Gaming & Metaverse Experiences where gamers own their assets.



Since our inception on the GameStop NFT Marketplace where we sold out 1st upon launch, we have formed a real business strategy and have assembled the right team to take our project and our community to the next level on the tailwinds of 3 rapidly growing industries: NFTs, Gaming, and Metaverses. We seek to do that by building and designing fun and captivating gaming and metaverse experiences with a sustainable monetization strategy that rewards token holders and gamers centering on engaging, authentic, and immersive gameplay. In particular, we are focused on building a strong presence in the mobile gaming ecosystem, capitalizing on our universally appealing IP for casual and hyper-casual gamer audiences. Core to our strategy is our concentration on decentralized game development: we provide world-class gaming assets to any aspiring developer - drastically reducing the barrier to entry for any developer to create games of any genre they wish for a universally appealing media franchise with an established gamer base. By doing the above, we believe we can grow our media franchise and technology platform to become dominant industry leaders in the next decade. With our business strategy and competitive advantages, MetaBoy has the potential to revolutionize the gaming & metaverse industries, while growing our NFT footprint and media franchise into a household brand name.



THE PROBLEM

The MetaBoy Team is focused on three core problems.

Web 2 Games Do Not Provide True Asset Ownership

The gaming cosmetic skin industry has grown to a \$50 Billion dollar market. But gamers participating don't actually own their own assets. Meaning if a game studio closes down, the virtual assets also vanish.

The Gaming Industry Is Hypercompetitive

As technology has advanced, so have the expectations of gamers. Unfortunately, as the gaming industry has grown, 70% of all indie games fail to turn a profit. Of the 30% that make money, only 7% of those games generate enough revenue to fund a second gaming project. How does a small game studio succeed here?

Web 3 Games & Metaverses Have Been, So Far, Focused On Work And Not Fun

At the time of writing, most web 3 game & metaverse development studios have fixated on play-to-earn type models, which are turning games into mere opportunities to make money, rather than fun and immersive experiences. This has led to a lack of real and sustained player engagement, even in the "biggest" metaverses. There is a lack of mainstream appeal for Web 3 games and a missed opportunity to attract a wider audience of 3+ billion Gamers worldwide.



Gaming and metaverse studios are in a unique position to capitalize on this opportunity of emerging technology to usher in mass adoption of Web 3, to push forward the Creator Economy and a world of player-owned digital assets.



THE PROBLEM

REALITY CHECK

In October 2022, Decentraland (a leading Web 3 Metaverse provider) tweeted it has around 8,000 daily active users.

OUCH.

As The Verge points out, that DAU count puts it behind the 14-year-old co-op zombie shooter, Left 4 Dead 2.



Decentraland Real Estate Prices Plunged Nearly 90% In One Year

If a new web3-based metaverse can't attract more attention than a decades-old game - something is seriously wrong with the focus. We believe current Web 3 gaming & metaverse providers are lacking a strong focus on core game design principles around competence, autonomy, and relatedness satisfaction for gamers. This gives the MetaBoy Team room for opportunity to differentiate.



THE SOLUTION

If we can summarize the whole solution in one sentence then it would be:

Decentralized Game Development with a winning IP for all people of all ages, where gamers have fun and truly own their digital assets.

To address the challenges of traditional game development and capitalize on the strengths of our MetaBoy IP, we will leverage the power of decentralized game development and operational efficiencies in our game development process. By investing in a core gaming asset base, and streamlining our development process, we can create a vibrant and inclusive ecosystem that attracts a wide range of talent and generates significant revenue - for us, and for any game developer who also loves our IP!



By giving away our artwork and animations to empower any aspiring game developer, we can encourage creativity and innovation across a wide range of genres and styles, while also cultivating a thriving community of game developers who share our passion for MetaBoy. This approach enables us to establish MetaBoy as a leading brand in the gaming industry and bring other game developers along on the journey toward success and growth.

We have a proven winning IP across all people of all ages, as evidenced by being the first NFT project to sell out on the GameStopNFT Marketplace upon launch. We further tested this across multiple user groups of different age groups and backgrounds during our research.



THE SOLUTION

In addition to decentralized game development, we have an advantage against other studios because our winning IP requires less time and resources spent on high-quality animations as an operational efficiency advantage. When we create gaming animations, they can be applied multiplicatively across all of our unique characters. By streamlining our development process and leveraging our existing assets, we can differentiate ourselves from other game studios and generate significant cost savings and speed. We choose to leverage our unique advantage of a winning IP, by leaning into decentralized game development to help our media franchise grow globally.

Overall, our commitment to decentralized game development is key to our success. By creating a vibrant and inclusive ecosystem that attracts top talent and streamlining our game development process, we can create and enable the development of compelling games and experiences that resonate with players of all ages and backgrounds, while also driving growth for the MetaBoy project and our community - the MetaFam.



METABOY IP: CORE DIFFERENTIATOR



MetaBoy's game development speed is faster and the cost is lower than other media franchises of comparable universal appeal due to its unique approach to game development. Unlike other franchises that require a considerable amount of animation and artwork to support their game development, MetaBoy relies on its simplicity and reusability.

The simplicity of MetaBoy's character designs allows for faster and more efficient game development, as fewer assets need to be created and the development team can focus on implementing features and mechanics. Additionally, since MetaBoy's design is reusable, the development team can build upon the existing assets rather than constantly creating new ones, further speeding up the development process.

The reduced need for animation and artwork lowers the overall cost of game development. Other media franchises may spend large sums of money on animators and artists to create their game assets, but with MetaBoy's reusable design, a smaller team can handle the development process, reducing labor costs while accelerating development speed.



METABOY IP: CORE DIFFERENTIATOR



UNIVERSAL APPEAL

Our MetaBoy IP has a universal broad appeal for all people of all ages. From our user research, kids, young adults, and adults all love the brand - no matter what region of the world they are in. This allows us to cater to a bigger potential customer base of diverse buyer groups, increasing our user acquisition story in the markets we choose to enter.



GLOBAL & ORGANIC WORD-OF-MOUTH MARKETING

Our global MetaFam community is willing to spread our brand organically, and passionately, even going to the lengths of onboarding new community members from Web 2 to Web 3 by setting them up with Wallets and NFTs.

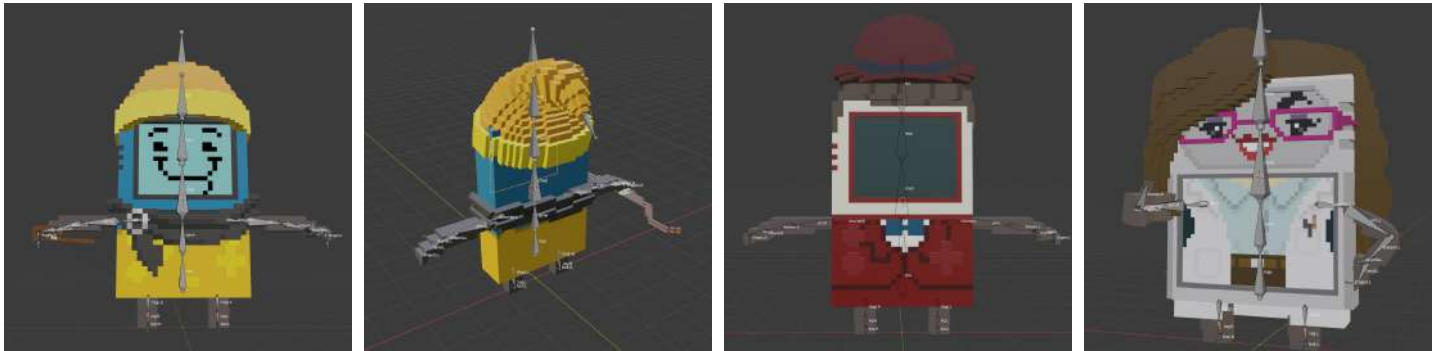


OPERATIONAL EFFICIENCY

100s of passionate gamers in our community will play-test our ideas and games, forming immediate and valuable feedback loops. Our focus on decentralized game development, centering on providing high-quality gaming assets and frameworks for our universally appealing IP, ensures we can continue to make asymmetric bets with high upside for game development investments.



WHY WE WILL COMPETE & WIN



When we invest in modeling & animations, it applies to most of our characters efficiently.



High Reusability



Cost Effective

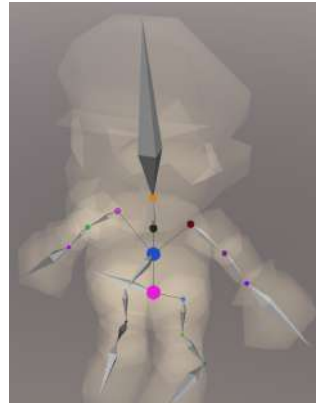


Time Effective



Less effort more creativity

VS



Investing in modeling and animations costs other media franchises more time and resources.

Disclaimer: the rigged 3D model images shown are for example purposes only, to show that the cost of animations for other media franchises and gaming studios is higher and more variable than MetaBoy.



WHY WE WILL COMPETE & WIN

Every line of code we write, Increases our ability to capture more market share in the NFT, Gaming, and Metaverse markets.

Every investment in our gaming assets, Is an asymmetric bet on deepening product market fit for our media franchise, for low risk as a company.

Every time we run a Game Jam, We have the potential to hit a home run with a game with high traction and virality for our media franchise, while also bringing Creators and Game Developers along in the journey.



NFT COMPARISON

What Other NFT Projects Do



Mint NFT Collection

Establish initial customer and buyer base and raise capital for the project. Make vague promises, and act mysterious to keep engagement.



Sell Hype, Focus On Marketing

Hyper focus on attracting new buyers, with vague promises and no strategy to grow real sustainable revenue streams in terms of delivering real products in real markets. Typically zero investment into growing team capabilities to capture new cash flows.



Initial Liquidity Exit

Initial buyers sell off and profit from the new buyers who enter the project starry-eyed from vague promises and are generally looking for a short-term profit with no real belief in the project's longer-term goals. There are no long-term goals.



Growing Expectations

New buyers have a higher cost basis, with proportionally higher expectations for short-term profit. NFT Team continues to sell hype and marketing, with no real or substantial investments from initial capital, or any real business or product strategy.



Rinse & Repeat Until Rug

Repeat this playbook of selling hype and marketing. Perhaps mint a new NFT Collection and make more vague promises to extract more value from unsuspecting buyers. The market eventually corrects itself, or Project Founders exit & "rugpull" with zero to minimal substantial product delivery.



NFT COMPARISON

How The MetaBoy Project Operates



Mint NFT Collection

Establish initial customer and buyer base and raise capital for the project. Establish strong & inclusive cultural values in the MetaFam community as our foundation for future global expansion.



Focus On Product-Led Growth

Hyper focus on product-led growth strategy, and invest capital into team capabilities & talent to deliver in capturing sustainable revenue streams with proper SWOT analysis and user research to compete in Gaming & Metaverse industries. Establish actual business strategy with a target customer segment with a focus on the highest return on investment per dollar spent from capital raised in the long term.



Focus On Believers

Short-term profiteers see that we're not about marketing and hype, and sell off. Long-term believers remain. Center on long-term believers in the MetaFam to grow organically.



Deliver Real Products, Iterate

Quickly deliver and iterate on real and tangible product lines and SKUs that build value on top of NFTs. Listen and center on community feedback from true believers constantly along the way. Ship new features into Product Lines continuously to iterate toward deeper Product Market Fit for markets we aim to compete in.



Founders Are Here To Stay

Build in a bull market, build in a bear market. Endure and focus on building value for holders and executing toward vision and strategy longer term. Founders work night and day to build MetaBoy into the next generation of universally recognized household IP.



MARKET ANALYSIS

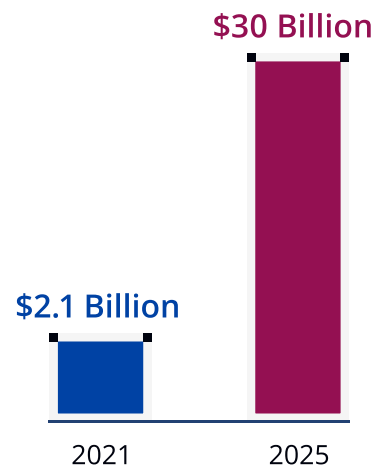
MetaBoy will enter three different markets over time. These markets include:



MetaBoy is positioned to become a leader in each of these markets using our universally appealing IP and media franchise as our core differentiator. Each of these industries offers ample opportunities for growth and development. Though many projects have attempted to bridge the gap between these markets in the past, none have found much in the way of success. We believe we have a winning media franchise with competitive advantages and the right talent to do just that - and below in this paper, we will lay out how and why. Firstly, it is essential to take a deeper look at each of these markets to understand the potential opportunities.

NFT

The NFT market has been one of the highest growth potential markets of the century. The NFT market has experienced explosive growth in recent years, with the total value of NFT sales being \$2.1 Billion in 2021. Depending on market conditions, the NFT market could be up to \$30 Billion in 2025. This represents a staggering 6,000% increase in just three years.



However, a significant proportion of these NFT projects simply deliver artwork and images without any real utility, business strategy, or capable talent backing their operations. These images may be unique, but they do not necessarily provide any real value or utility to the buyer.



MARKET ANALYSIS

Many of these NFT projects rely solely on hype and speculation to drive up their value, rather than offer any meaningful utility to their buyers.

Furthermore, most NFT projects do not have any real strategy or plan of execution to find sustainable revenue streams or user acquisition strategies. Having a sustainable monetization plan is essential to evolve from an NFT-only project to a bigger media franchise with a broad appeal to bigger markets. That is exactly where the MetaBoy Team differentiates.



MetaBoy enters the scene with a unique proposition. We are constantly developing utilities for our holders for gaming, metaverse experiences, and physical merchandise. With a continued focus on building utility and emphasizing inclusivity, we are well-positioned to emerge as a leader in the next bull run.

In addition, the NFT industry has, so far, largely revolved around trading on marketplaces. However, individual connection with brands and media franchises goes beyond mere transactions. To drive the next phase of growth into the future, NFT projects and brands must focus on providing rich experiences and utility to core fan communities. This entails giving them access, rewarding their loyalty, and enabling them to have a stake in what they love.

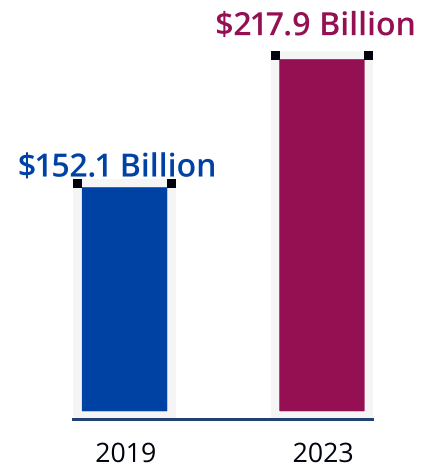
We must always prioritize our community in everything we do. They are a core differentiator for our project, acting as a product in themselves, and providing valuable word-of-mouth marketing and beyond. By centering our community, we can capitalize on the immense potential for growth in the NFT market. As we grow our Gaming & Metaverse footprints, we center on economic models that drive value to the ownership of our NFTs.



MARKET ANALYSIS

GAMING

The gaming industry has been rapidly growing over the years, and it shows no signs of slowing down. According to a report by Newzoo, the global gaming market is estimated to generate revenues of \$217.9 billion in 2023, up from \$152.1 billion in 2019. This represents a compound annual growth rate (CAGR) of 9.3%.



Mobile gaming has been one of the biggest growth drivers in the gaming industry. There are around 2.7 billion mobile gamers around the world. 78% of mobile gamers play games on the Android platform. Mobile gaming accounts for 49% of the global gaming market with revenues of \$103.5 billion in 2022. MetaBoy is also focused on mobile games first as that has the highest market share and is synergistic with our universally appealing IP for casual and hyper-casual gaming audiences. As a startup, we have limited resources, so pointing them toward bigger markets is the best chance to succeed in finding sustainable revenue to continue to bring value and longevity to the MetaFam.

2.7B

MOBILE-GAMERS

\$103.5B

IN 2022

In terms of regions, we're focusing on expanding our reach to the Asian gaming audience which has 55% of total gamers around the world. We already have a presence in North America where we are targeting 219 million gamers. We need to get MetaBoy in front of the rest of the world, paralleling our mission to build and design a universally recognized household IP for all people of all ages.

1.7B

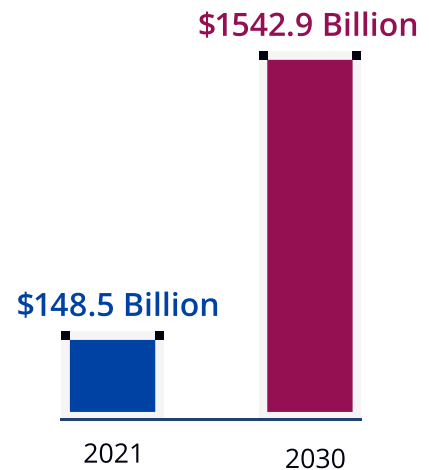
GAMERS IN ASIA PACIFIC



MARKET ANALYSIS

METAVVERSE

The Metaverse market has displayed immense strength and potential in recent times, with many big companies joining the market. According to a report published by MarketsandMarkets, the global Metaverse market size in terms of revenue surpassed \$148.5 billion in 2021, and is expected to reach over \$1542.9 billion by the end of 2030.



The Metaverse is a space where users can define and shape the platform to mirror their imaginations. It can be a gamified world or an access point to Web3. Users want to connect with their favorite musical or visual artists, engage with sports fans, and more. While Web3 acts as the common thread across the many metaverses, decentralization ensures that each one is unique and serves different purposes. The metaverse is not about one-size-fits-all. With MaaS, customization will be critical and in the hands of creators. For example, an e-sports metaverse dome will rely more heavily on team branding and gamified tokenization, whereas an entertainer may want to create an event space to host virtual concerts.

We are placing a significant emphasis on implementing efficient and adaptable engineering practices to facilitate code reusability in our gaming product lines, which helps position us to unveil future products to compete in the MaaS market as we grow. This strategy will enable us to seize a larger portion of the market as it evolves in the future.



MARKET ANALYSIS

STX & BTC

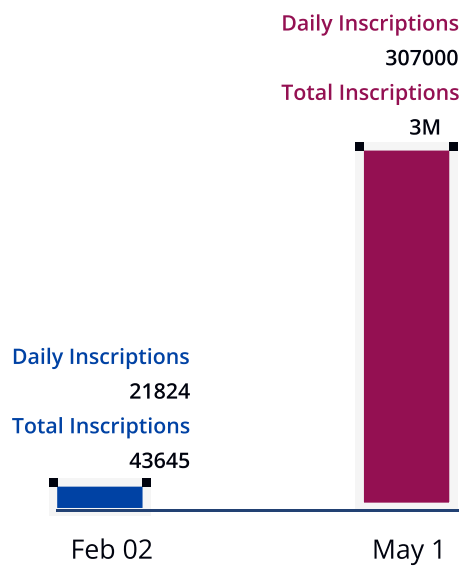
As MetaBoy expands into the STX and BTC Ordinals ecosystems, it positions itself for the next bull run as an NFT project focused on Gaming & Metaverse utility, with footholds in the two leading blockchain networks. The Ordinals Inscription rate and fees continue to grow, with development following suit, attracting users to good products.

The MetaBoy project and community benefit tremendously from this market trend.

On May 1, there was a significant surge in the number of daily and total inscriptions for Bitcoin Ordinals, breaking previous records. Dune Analytics reported over 300k+ daily inscriptions and over 3M total inscriptions, with text inscriptions being the most prevalent type.

The spike also resulted in total fees surpassing \$6.9 million. According to a report released by Galaxy Research, the emergent Bitcoin NFT ecosystem could balloon to \$4.5 billion in market size by 2025.

MetaBoy's decision to expand into STX and BTC ecosystems is strategic, as BTC fees exponentially increase, with liquidity and adoption into STX expected to follow. BTC Ordinals NFTs offer game-changing technology for artists, allowing for true preservation of artwork in the most decentralized blockchain network. STX, as the de facto Layer 2 scaling and smart contract solution on BTC, has no other real competition in the BTC ecosystem. By establishing the MetaBoy brand in this ecosystem, it is expected that as BTC fees increase, more volume will naturally flow into the STX ecosystem, benefiting the community and project.





METABOY SWOT ANALYSIS

S

STRENGTHS

- MetaFam & Inclusive Culture
- Universally Appealing IP
- We Have Traction & Product Market Fit
- Decentralized Game Dev

W

WEAKNESSES

- Limited Brand Recognition
- Limited Resources
- Dependence on Other Blockchain Product Roadmaps

O

OPPORTUNITIES

- Synergistic Expansion in 3 Growing Markets
- Expanding into Other Media and Merchandise
- Metaverse-as-a-Service market

T

THREATS

- Competition from Established Companies
- Rapidly Changing Technology
- Economic Downturns



METABOY

SWOT ANALYSIS

STRENGTHS

METAFAM & INCLUSIVE CULTURE

MetaBoy's commitment to inclusivity and diversity sets us apart from other NFT, gaming, and metaverse companies. Our focus on creating a welcoming environment for all users will attract a wider audience and strengthen our brand in the long term. Our culture enables our strong community, which enables word-of-mouth marketing.

UNIVERSALLY APPEALING IP

MetaBoy's unique and adorable characters and storyline have already gained a significant following. This will help us stand out in the crowded mobile gaming market and make it easier to expand into other media and merchandise.

WE HAVE TRACTION & PRODUCT MARKET FIT

Our wins so far have earned us a very passionate community of buyers who are willing to buy our products, playtest our games, and provide us with quick and valuable feedback loops to ensure we're building and designing for broader appeal. Now we need to focus on deepening our Product Market Fit with Mobile Gaming, to scale the media franchise to greater heights.

DECENTRALIZED GAME DEV

By embracing decentralized game development, we can enable any contributor to create games in any genre or gaming market they want with our asset packages. We have a core ongoing investment in superb gaming assets as our IP expands, which gives greater opportunity for our media franchise to achieve product virality through a higher surface area of game mediums and genres.



METABOY

SWOT ANALYSIS

WEAKNESSES

LIMITED BRAND RECOGNITION

While our IP and media franchise is gaining popularity, we still have limited brand recognition compared to more established gaming and metaverse companies. We are currently in small NFT Markets and blockchain networks. This may make it more challenging to attract new users and investors.

LIMITED RESOURCES

As a relatively new company, MetaBoy may have limited resources to invest in marketing, research, development, and expansion efforts. This could slow our growth and hinder our ability to compete with larger companies. Dependence on the mobile gaming market: While the mobile gaming market is growing, it is also becoming increasingly competitive. MetaBoy's success is dependent on its ability to capture a significant share of this market, which may be challenging.

DEPENDENCE ON OTHER BLOCKCHAIN PRODUCT ROADMAPS

Our NFT product lines' health, revenue streams, and user base growth depend much on other entities such as the GameStopNFT Marketplace, Gamma Marketplace, Loopring Foundation, and STX Foundation. As we expand our omni chain presence into multiple blockchain networks, our dependencies also increase - so we need to be wary and select Marketplaces and Blockchains that center user experience for our holder community.



METABOY

SWOT ANALYSIS

OPPORTUNITIES

SYNERGISTIC EXPANSION IN 3 GROWING MARKETS

As we build more gaming and metaverse experiences, we center on our NFT holders receiving the most value. This drives synergistic user acquisition and market share capture in 3 big, emerging, and growing markets while rewarding our MetaFam.

EXPANDING INTO OTHER MEDIA AND MERCHANDISE

MetaBoy's unique and adorable characters and storyline lend themselves well to other forms of media and merchandise, such as books, TV shows, plushies, etc... This could help expand our brand and revenue streams while also spreading brand awareness.

METAVERSE-AS-A-SERVICE MARKET

The Metaverse-as-a-Service market is still in its early stages but has enormous potential. MetaBoy's focus on clean and scalable engineering will position us well to take advantage of this growing market. This approach sets us up for success later in the growing Metaverse-as-a-Service market, as we can build a foundation to compete in the emerging Metaverse industry as we expand in the NFT & Gaming industries.



METABOY

SWOT ANALYSIS

THREATS

COMPETITION FROM ESTABLISHED COMPANIES

MetaBoy is entering a crowded mobile gaming and metaverse market, where many established companies have a significant market share. These companies have the resources and experience to compete aggressively with MetaBoy.

RAPIDLY CHANGING TECHNOLOGY

The technology landscape is constantly changing, and MetaBoy must adapt quickly to keep up with new developments. Failure to do so could result in the company falling behind competitors and losing market share.

ECONOMIC DOWNTURNS

Economic downturns could lead to reduced consumer spending, which could impact MetaBoy's revenue streams. The company must be prepared to weather these types of challenges by diversifying its revenue streams and cutting costs where necessary.



WHAT IS GAME DEVELOPMENT?



GAME DEV PROCESS

Game development is a complex and challenging process that requires a significant amount of time, effort, and expertise. From concept to launch, game developers face numerous obstacles that must be overcome in order to create a successful game. Below we lay out the high-level game development process, and where the MetaBoy Team has significant competitive advantages that put us in a great position to succeed with a much lower risk profile than traditional game studios, by leaning into our universally appealing IP and Web 3 roots.

1-PRE PRODUCTION



2-PRODUCTION



3-POST PRODUCTION





WHAT IS GAME DEVELOPMENT?

PRE-PRODUCTION

RESEARCH & DEFINE

This step is about the game's premise, the rationale behind its creation, and the resources and efforts that will be required to bring it to life.



KEY DELIVERABLES

- Game Design Doc
- Audience Definition
- Market Definition

PRODUCTION

DEVELOP, ITERATE, SHIP

These steps include refining the storyline, creating game assets, establishing the rules of play, constructing levels and worlds, writing code, and ultimately launching the game.



KEY DELIVERABLES

- Character Assets
- Prototype
- Vertical Slice
- Production Game Distributed

POST-PRODUCTION

MAINTENANCE & DLC

Once the game is released, it's essential to conduct a post-mortem or debriefing to analyze and learn from the experience, enabling growth and development for future projects.

Additionally, optimizing user acquisition is necessary to attract new players with minimal incremental development work.



KEY DELIVERABLES

- DLC
- Post-mortem document



GAME DEV ROLES

PROJECT MANAGER

Responsible for making sure the game development process runs smoothly, milestones are met, risks are anticipated/mitigated, and team members are doing what they're supposed to in a timely manner.

GAME DESIGNER

The creative driver of the game, and generally a cross between a writer and an artist, ideally with technical expertise. Involved in creating compelling stories, characters, goals, rules, and challenges that drive interactions with other characters, users, or objects. Lives at the intersection of gamer psychology, user experience, and technical expertise.

LEVEL DESIGNER

Responsible for creating interesting and fun levels, centering on player experience. Keeps the player focused on moving through the game and achieving their goal or mission while reducing the potential for confusion.

GAME ARTIST

Responsible for bringing color, movement, and life to the game with characters, maps, worlds, levels, and any other assets required.

SOUND DESIGNER

Responsible for developing and delivering realistic sound effects, recording voice-overs/dialogue between characters, and creating soundtracks that set the mood for players, adding suspense or audio cues (e.g. opening music, menu pause music, marking a victory, etc).



GAME DEV ROLES

NARRATIVE DESIGNER

Responsible for writing a narrative that incites curiosity in the player and brings cohesion to the game mechanics, play, story, and world.

These are the areas of capabilities where our operational model and efficiencies give us the greatest competitive advantage, allowing us to make the biggest impact on the product virality of our media franchise.

GAME DEVELOPER

Transform concepts into code to create fully playable and immersive games. Responsible for building and maintaining the base engine for the game, physics, simulation of AI, program sound FX, game logic, mechanics, UI, game controls, networking, custom tools, etc.

MODELER

Responsible for creating models of characters, objects, props, weapons, environments, and more, which can then be textured and animated to be brought to life.

ANIMATOR

Game animators add depth and realism by adding believable movement to characters, objects, and environments. They'll create storyboards and map out key animation scenes that align with the game's narrative design.

GAME TESTER

Test games, look for bugs, and ensure the game runs smoothly and instructions are clear to players. They report errors to the dev team in what's sometimes known as a bug sheet.



PRODUCT LINES

MetaBoy is gearing up to launch products and services that will cater to the needs of the NFT, gaming, and metaverse-as-a-service industries respectively over time. With this strategy, MetaBoy aims to cover the vast audiences of all three markets while tapping into the immense potential of each one. By providing products that serve all three markets, MetaBoy will be able to generate revenue from multiple sources and create a strong presence across these fast-growing industries. With this approach, we differentiate from other NFT projects with a strong business strategy that allows for lower risk and higher upside in 3 rapidly growing markets. With the NFT, gaming, and metaverse-as-a-service markets, all projected to see significant growth in the coming years, MetaBoy is well-positioned to capitalize on the emerging opportunities and establish itself as a leader in these spaces. Centered in our strategy is our obsession to drive value to our NFT holders.

NFT COLLECTIONS VIA METABOY SEASONS MODEL

MetaBoy has recently launched its NFT collections via the MetaBoy Seasons model, which has allowed them to tap into the potential of the thriving NFT market. By releasing our NFT Collections with a Commercial & Personal License, we invite holders and members into ownership on the ground floor of an emerging and inclusive IP & Media Franchise. Read more on MetaBoy Seasons toward the end of the paper.

Target Audience

NFT collectors & traders and people who collect and trade NFTs actively

Total users in the segment

1.7 Million NFT collectors/traders

Market Potential

\$30B
NFT INDUSTRY





MEMBERS GUIDE

UTILITY



HOW TO QUALIFY

Which Tokens do you need to own?

At least 1 OG MetaBoy

7/7 Honorary MetaBoys

At least 1 STX MetaBoy

1 of Our Other NFTs

METaverse ACCESS

Play with your avatars in our MetaBoy Lounge, and other games in our growing gaming ecosystem!



COMMERCIAL & PERSONAL LICENSE

Complete freedom to use the Art and NFT for commercial and personal use including to make sales of derivative works, for so long as you own the NFT*



Limited License*



Limited License*

EXCLUSIVE ACCESS

Access to our members only exclusive Events with limited prize pools. Holding gives you Early Access to select new content & games, before anyone else!



METABOY SEASONS

Join us every Season to participate in the expansion of our Universe and media franchise! OG Holders affect Creation supply.

Full Creation Experience

Limited Creation Experience

Limited Creation Experience



IN-GAME AVATAR CUSTOMIZATION

For every part or trait you own, you can use them to make custom characters to play with in the MetaBoy Lounge, and in other games as we expand our ecosystem. Collect all the parts!



PERHAPS MORE IN THE FUTURE...

We are always looking to add more utility to our members, as our ecosystem grows. Look forward to more in the future!



DISCLAIMER: Members Guide benefits for our NFTs may be subject to change depending on market conditions and business strategy. The MetaBoy Team will commit to always centering on driving value to NFT members, and the way we may achieve that optimally can change over time. License rights as applicable per the NFT License on our Website.*



PRODUCT LINES

METABOY MOBILE, METABOY LOUNGE ON WEB. CROSS PLATFORM (METAVERSE/GAMING OFFERINGS)

MetaBoy is all set to take the gaming industry by storm with its upcoming releases. These cross-platform offerings are designed to cater to the diverse gaming audience and tap into the massive potential of the gaming market. With MetaBoy Mobile, users will be able to enjoy their favorite games on the go, while MetaBoy Lounge on Web will allow them to access a plethora of games from the comfort of their web browser.

Target Audience

WEB 2 and WEB 3 gamers worldwide.
Mobile & Android focused.
People who play mobile games, browser games, and NFT holders

Total users in the segment

1.8 Billion Android Mobile Gamers
190k Web Browser Gamers

Market Potential

\$225B

GAMING INDUSTRY



MetaBoy Mobile (Alpha)



MetaBoy Lounge (LIVE)

[Click Here To Play](#)



MetaBoy Mega Dash (LIVE)

Coming Soon to Mobile

[Click Here To Play](#)



PRODUCT LINES

METaverse-AS-A-SERVICE (MAAS) PLATFORM, NFT CREATOR FOCUSED PORTAL FOR ANALYTICS & AUTOMATION

We are focused on reusable code, tools, and frameworks from our NFT and Gaming investments to be able to position ourselves to make a big splash in the metaverse market by launching our very own Metaverse-as-a-Service (MaaS) platform. The MaaS platform will be designed to cater to the needs of NFT creators and provides a one-stop shop for analytics and automation. This will enable NFT creators to easily curate streamlined metaverse experiences for their token holder communities, unlocking new opportunities for revenue generation. The MaaS platform will also offer a range of cross-platform tools, allowing creators to easily expand their reach and connect with audiences across multiple metaverse offerings.

Target Audience

NFT Creators, Projects, and Builders
Focused on Gaming & Entertainment.
Artists, Music Artists, Developers,
etc.

Total users in the segment

100K NFT Creators
50M Virtual Creators (not NFT)

Market Potential

\$476B

METaverse-AS-A-SERVICE INDUSTRY





PRODUCT LINES

PHYSICAL MERCHANDISE

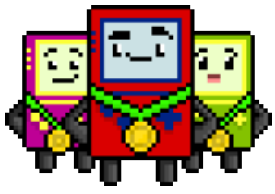
MetaBoy also offers physical merchandise to its users. The physical merchandise will provide an additional revenue stream for the company and strengthen its brand presence beyond digital platforms.



CORE METABOY GAMING ASSETS

MetaBoy is also continuously investing in a core set of reusable Gaming Asset Packs for Decentralized Game Development. Any game developer can access a variety of pre-made assets, such as 2D characters, 3D models, and animation packs, to accelerate the development process and reduce production costs for making a MetaBoy game.





MEET THE TEAM



Robert Ta // Probert (he/him)

Chief Executive Officer & CoFounder

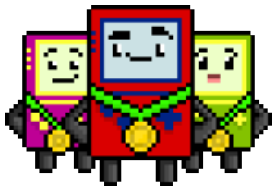
Trying really hard at everything



I am an inclusive technologist and founder with a passion for human-centered design and aligning emerging technologies with user needs. In my career, I've recently led the functional software architecture practice at Workday Inc., solving problems that affected all of our software SKUs and played a resident intrapreneur role, consistently and quickly spinning up teams to deliver strategic projects at high velocity to capture value opportunities in operational excellence, deepening product market fit, and product scale across Finance, HR, Student Systems, Analytics, and more. With deep experience in the software-as-a-service business, and in particular B2B enterprise R&D, I have established myself as a thought leader in the industry who loves solving big, gnarly problems.

As CEO & Co-Founder of MetaBoy Inc., I am now laser-focused on inclusive product design and development for metaverses & gaming and have an unrelenting passion for general equity and equality in the world. This reflects in the way I successfully build teams, culture, and community, and run R&D operations. I have a patent for my work in product adoption and value frameworks at scale, and I intend to use those skills to execute mass adoption by bridging the Web 2 Gaming world with Web 3 Gaming, Metaverses, and NFTs - all with our differentiating IP, MetaBoy.

I am extremely excited to push the boundaries of the nascent Creator Economy with our amazing MetaBoy Team! When I'm not working on MetaBoy work, I love reading books, playing with my dog, and spending time outdoors by going bouldering, rock climbing, hiking, and backpacking.



MEET THE TEAM



Otterman (he/him)

CCO & Co-founder of MetaBoy Inc.

**Art Direction, Creative Innovation,
Original MetaBoy Creator**

Art Direction, Creative Innovation, Original MetaBoy Creator. Personal grit and passion are what motivated me initially to try different things and branch out in the world of art.

What lives on in MetaBoy is my absolute love for these characters and the artwork that follows. My main goal with the collection was to create artwork that anyone, anywhere, could see for the first time and immediately resonate with. That feeling of nostalgia, emotions, and happiness was my true goal when creating the artwork of MetaBoy here. I hope you enjoy it!!

As CCO & co-founder of MetaBoy Inc., I'm in charge of all of the artwork direction of the MetaBoy Universe to ensure we're designing a universally recognized household IP for ALL people of ALL ages.

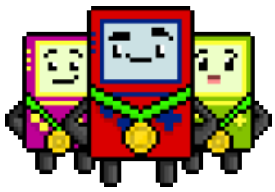


Tchuck (he/him)

Metaverse Architect

I turn ideas into reality

Experienced Game Designer and Developer, architecting Metaverse interoperability for MetaBoy! I've been a lead game developer for many studios, big and small, throughout my career. I have deep expertise in all things game development! In my free time, I like spending time with my family and going on scenic drives with gorgeous landscapes.



MEET THE TEAM



Joe Doucet // Inquisitor (he/him)

Lead DevOps Engineer

I Break and Fix Things.

Inquisitor is a stay-at-home Dad and Army Veteran with 20+ years in the IT field. I grew up taking things apart to see how they work, now I do that with technology. I look after the team's IT and Developer Operations, and do everything I can to ensure our developers have everything they need to succeed in pushing the MetaFam forward.



BMo (she/her)

Strategic Alliances & Partnerships

Inclusive Product Strategy, Forever Learner.

I love applying inclusive product design and management capabilities to product design & management. I have a big passion for supporting and thinking about bringing more women into tech and small businesses, and am thrilled to work on making the MetaBoy ecosystem more inclusive for all people of all ages, and in particular, for women and girls all around the world - starting with MetaGirls!

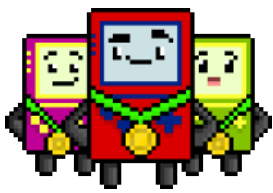


Sweaty (he/him)

Lead UX Designer

Balancing complexity and simplicity

I'm a product designer in tech who loves experiencing and learning new things including the big and expansive world of Web 3. I have deep experience delivering multiple products and features in various platforms and modalities ranging from web-based SaaS applications, mobile native applications, hardware UI, and chatbots to voice assistants. I'm excited to take the MetaFam designs and user experiences to the next level - always!



MEET THE TEAM



Panacea (she/her)

Lead UX Researcher

Tenaciousness, Organized, Understanding Users, Self-improvement

I have a deep interest in one thing: What can I do to help bring about a better world? What in myself or my work can I contribute meaningfully to our society? I believe it's multi-faceted, including being in a team whose values I align with - inclusion and breaking down barriers to access or happiness. And with my long history of conducting primary research (from psychology experiments to B2B and B2C user experience research), I am excited to help guide the team in its product and design strategy by understanding our users in this exciting new-to-me space of games, web3, and metaverse-as-a-service.



Anthony Tsai // anthony888 (he/him)

Product Manager

Business Strategy & Executor

Anthony graduated from Cornell University and is an ex-Wall Street proprietary equity trader for almost 3 decades. He's a foodie, a lover of fine wine & loves to play basketball, and goes running to stay in shape. Word on the street is he's found the fountain of youth and is forever 25 years old. He may or may not have some vampire blood running through his veins.

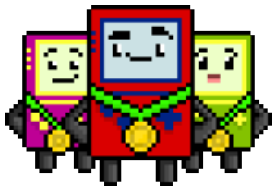


Wonton (he/him)

Product Manager

General Fixer/Problem Solver

I am a jack of all trades who has been in various IT roles for the past 10+ years. I enjoy diving into new technology and researching current NFT trends. Also, I hate writing about myself. In my free time, I like to take things apart and see how they work, as well as nurture my son's love for gaming and all things MetaBoy!



MEET THE TEAM



Endgame (he/him)

Pixel Artist

Saving lives in my daytime and creating joy in my free time

I learned to create and animate with having my own collections and moved from illustration art over to 3D/AR, and ultimately ended up focusing on pixel art. The details and limited amount of pixels per canvas are always a tease for me to get the best results. It's not just simple pixels, it's a challenge to make it look realistic! A slight change in color can make the whole result look different. You don't have this elsewhere in art, which is why I absolutely love pixel artwork and animation! I always want to grow and hone my craft, as well as broaden my perspectives in the Web 3 world! I am excited to help the project wherever I can to make our Universe come to life!

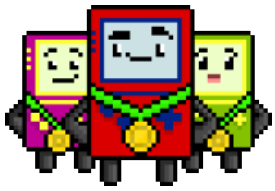


Rosever119 (she/her)

Head of Socials

Endless optimism and a nurturing mindset

I am a hard-working mother of 2 and have always been a kid at heart. I work very well in a team and on my own. I have worked in manufacturing for many years and spent years working with suppliers and companies to solve quality and safety issues to bring the best experience possible to our customers. I have a creative mind and a passionate heart, especially toward the MetaBoy project. I am continuing to expand my expertise in marketing our project and bringing our lovable IP into the hearts and homes across the world through different social platforms and to everyone who would love to learn a little more about us. Our community bond gives me inspiration and the strong drive to keep pushing and bringing my everything every day. Each person who joins the meta fam is welcomed and treated as family as soon as they say hello, just like I was months ago! I recognize a lacking of feminine energy and will work hard to bridge the gap and level our community showcasing that MetaBoy is a community and brand for everyone.



MEET THE TEAM



Svntax (he/him)

Game Developer

Creating Fun Games & Teaching Others

I have over 10 years of general experience in programming and 5 years of experience in freelance development work. I have been making games and web apps involving both frontend and backend tech, primarily in game development. I really love game jams, and I have created and developed 40+ games across many jams and hackathons using various languages/engines/frameworks such as Java (libGDX), Lua (PICO-8), JavaScript (Phaser), and C# (Unity, Godot). My favorite engine of choice is Godot. Back in my childhood, I played a lot of Roblox, which led to a passion and interest in programming and game development. Over the years, I have studied more game development in my own time, and now I am here today doing work I am most passionate about and enjoy! I love learning about technology in general, and lately, I've enjoyed reading up on advancements in different fields, especially in VR, AI, and web3.

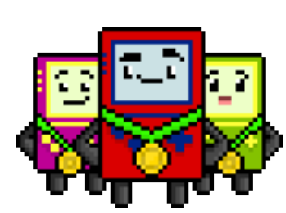


LawyerCat (they/them)

Chief Legal Officer

FUD Defense & Offense

I am a generalist attorney with about 10 years of corporate general counsel experience working for large institutional clients. I am also an experienced litigator in addition to being a business advisor to help keep us in line with all legal & regulatory requirements in the NFT, Gaming, and Metaverse industries as we expand.



MEET THE TEAM



ThugLife27 (he/him)

Game Developer

2D Game Making

I draw inspiration from classics like Mega Man X, Zelda, and Metroid among others in my game development. I've also enjoyed games such as Guitar Hero, Halo 3, and League of Legends throughout the years. My most recent favorite is Teamfight Tactics (TFT) by Riot Games, where I consistently ranked in the top 0.5% of players on the North American server. This experience gives me a good perspective on game design and balance, exemplified in my Mega Dash game with more to come!



benx009

Sr. Full Stack Web 3 Engineer

I enjoy developing great software

I am an experienced software development leader with a CompSci degree and 10+ years of experience in the industry, most recently at Amazon. I have been involved in the cryptosphere since 2017 and even during the extensive 2018-2020 bear market made my home in various crypto forums, subreddits and discords. I am super passionate about the future and potential of web3, metaverse and decentralization to change the world, and I am positive that with my senior engineering and management experience leading software developers at Amazon, I can contribute enormous technical value to the MetaBoy IP and help achieve this grand vision. I'm also an avid gamer, and especially like games with solid stories set in immersive worlds, though I will on occasion hop into the occasional competitive game or two (looking at you Dota 2). I couldn't be more thrilled (and humbled) to get to work on a project that combines two of my biggest interests between web3 and gaming, and with such a talented and passionate team to boot. I'll double-down and pour my heart and soul into this to make sure Metaboy becomes one of the most valuable NFT & Metaverse projects in the world!



PRIORITIES

NOW

Decentralized Game Dev

Rumble Game Browser / Mobile

Mega Dash Browser / Mobile

Physical Merchandise

Deepen Partnerships

Expand Brand Presence in Asia

Unity / Godot / GameMaker SDK support for all of our NFTs

MetaBoy Lounge Redesign



NEXT

Puzzle Mobile Game GA

Deepen Decentralized Game Dev

Deepen Physical Merch Product Lines

L1 NFTs

Season One: MetaGirls

Allow other Creators to bring Avatars to MetaBoy Lounge



LATER

Invest in Metaverse Platforming to compete at scale in MaaS





METABOY SEASONS

EXPAND OUR IP & UNIVERSE

CLAIMS, EVENTS, NFT & ETH PRIZES, AND MORE! MEMBERS ONLY

Every season we expand the MetaBoy universe, with all new types of MetaParts, and different themes, all 100% original MetaBoy style.

The Problem:

The MetaBoy universe has only enough charge to create the MetaParts and boot up some of our new friends. Most of them arrive deconstructed and decommissioned, without the energy to reboot! We need your help!

Your Mission:

Unite them all! Our new friends and their parts are scattered throughout the universe. Find and unite the appropriate parts to reboot our meta friends in need! As an OG holder, you have a part detector, granting you the ability to find and receive all parts needed for booting up your meta friend!

As a MetaBoy member, we may call upon your help on smaller missions to aid our great creator to find our new meta friends and special parts throughout the season. Keep your radios on...

Continue below for more details.

NFT CLAIMS

OG Holders

Claim MetaPart NFTs throughout the season in the member's lounge, and collect & trade for your favorites. Build your new MetaBoy character on creation week! Help expand the universe!

Honorary Collectors

Claim 2 limited edition NFT pieces every season. Limited mints up to 199 on each piece. If more than 199 7/7 collectors exist, their chance for the claim will be raffled randomly.

Mysterious Perks

As a MetaBoy member, every season we have one mystery perk. We're leaving this under wraps - you'll just have to wait and find out.

Play Your Meta Friend

Play with your MetaBoy character in the game. Every season we'll release new game assets. Grants exclusive alpha & beta access when available. Some characters are restricted for gameplay due to IP exclusivity.



METABOY SEASONS

EVENTS

Gaming Tournament

Gamers, get ready to level up your game! Compete in exclusive gaming tournaments and competitions to earn your shot at winning amazing physical gear, NFTs, crypto, and even cash prizes! You could be the lucky winner who gets to bring their MetaPart idea to life for the season. Don't miss out on this epic opportunity to claim your gaming glory!

Game Jam

Create and play MetaBoy games in a massive hackathon style event! Game on and vote for your favorites for a chance to win physical gear, NFTs, crypto, and cash prizes! We provide the assets, you bring the fun!

Meme Tournament

Calling all meme-lords and ladies: every season with new MetaBoy characters, we want new and fresh memes. come help us expand our IP with your dankness, for a chance to win NFT prizes

Play Your Meta Friend

Build your own MetaBoy character along with the rest of the community - Join every season to see the MetaBoy universe expand before your eyes, and be part of its creation!

METATOURNEY

S1.1

MONTH 2

GAME JAM

MONTH 4

METATOURNEY

S1.2

MONTH 6

MONTH 1

MONTH 3

MONTH 5

CREATION WEEK
BUILD YOUR OWN
METABOY



METAPART CLAIMS FOR OG HOLDERS



HONORARY COLLECTOR CLAIMS

Note

Dates in this infographic are illustrative to show what holders can expect every season. As the season draws closer, you will be notified of more accurate timings for all events, claims, and airdrops, by following our Website, Discord, and Twitter. Perks may change from season to season, depending on community reception and business needs. We will be using season 1 to get a good sense of "how long a season should be" for the future, as well as iterate upon it for future seasons for a better experience for our members!

Disclaimer

All MetaBoy NFTs including airclaims and claims are not financial instruments. We do not promise dividends, voting rights, or equity for owning any MetaBoy related NFTs.