Mission
More than **28,000** species are threatened with extinction.

- **Amphibian**: 40%
- **Mammal**: 25%
- **Conifer**: 34%
- **Bird**: 14%
- **Shark & Ray**: 30%
- **Coral**: 33%

- **$400 Billion**
- **$200 Billion**
- **$51 Billion**
Opportunity

The Lion King

Entertainment
$9,100,000,000

Lion Recovery Fund

Social Impact
$4,000,000
Games for Good!
The Digital Collectibles Market is rapidly growing and passed $1.5 Billion.

Cryptokitties

$25 Million
Personas

1. Collecters
2. Builders
3. Givers
Crowd-funding

Beyond games, we are also gamifying the donation experience itself.
1. Funds Raised
2. Awareness Raised
3. Transparency
4. Time To Money
5. Outputs
100% of the profits funds wildlife conservation
Go to Market Strategy

1. Kickstarter Campaign
2. Referral > Viral Loop
3. Influencers
Competitive Edge

1. Entertainment Not Altruism
2. Next Level Transparency & Effectiveness
3. Blockchain for Good
Validation

NIFTY
Winner of Nifty Hackathon 2018

EXTREME TECH CHALLENGE 2019

1. CO-CREATION KICK-OFF LAB
   40 Participants

2. SHAPE APAC
   160 Participants

3. TRANSITION LAB
   60 Participants

4. CUSTOMER INSIGHT LAB
   40 Participants

5. BEYOND CLIMATE HACK LAB
   30 Participants

Global Startup Competition by Sir Richard Branson
Vision