



Chhina's World LLC Pitch

Amar Chhina

CEO, Artist and Visionary for Chhina's World

What is Chhina's World

- Blockchain powered interactive digital social space oriented around music, fashion, and gaming.
- Undergoing development since the beginning of 2022.

Company Mission:

Chhina's World creates a unique and personalised, multi-layered digital experience for musicians and fans alike, further developing a stronger connection between the two.

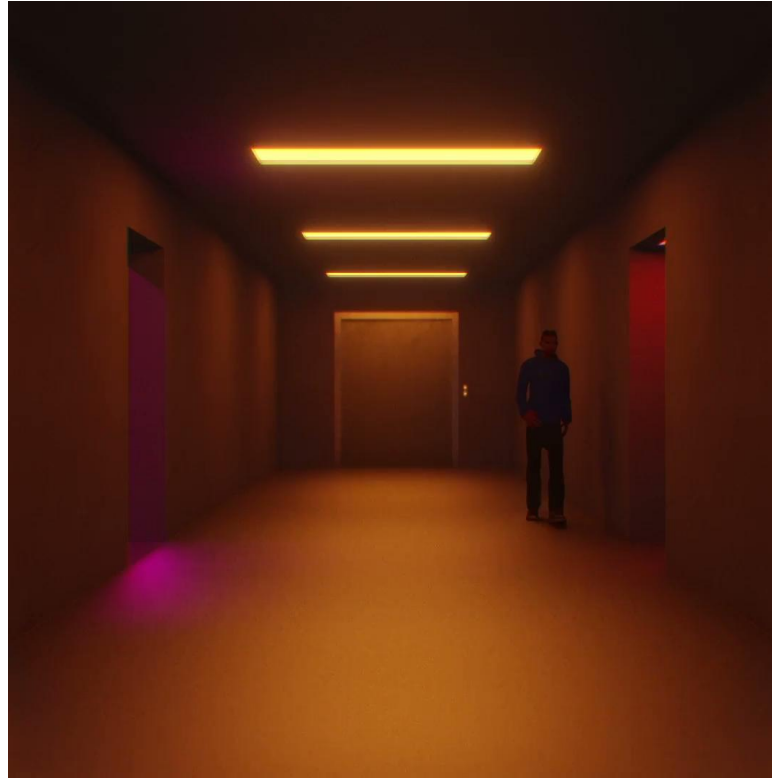
Company Vision:

Chhina's World is the number one choice among musicians and fans to connect in a digital community to share and experience music, fashion and gaming.

- Using the stage, combined with the open world interactive elements, and multiple social interactions, artists and fans are able to take part in a virtually live experience that is one of a kind

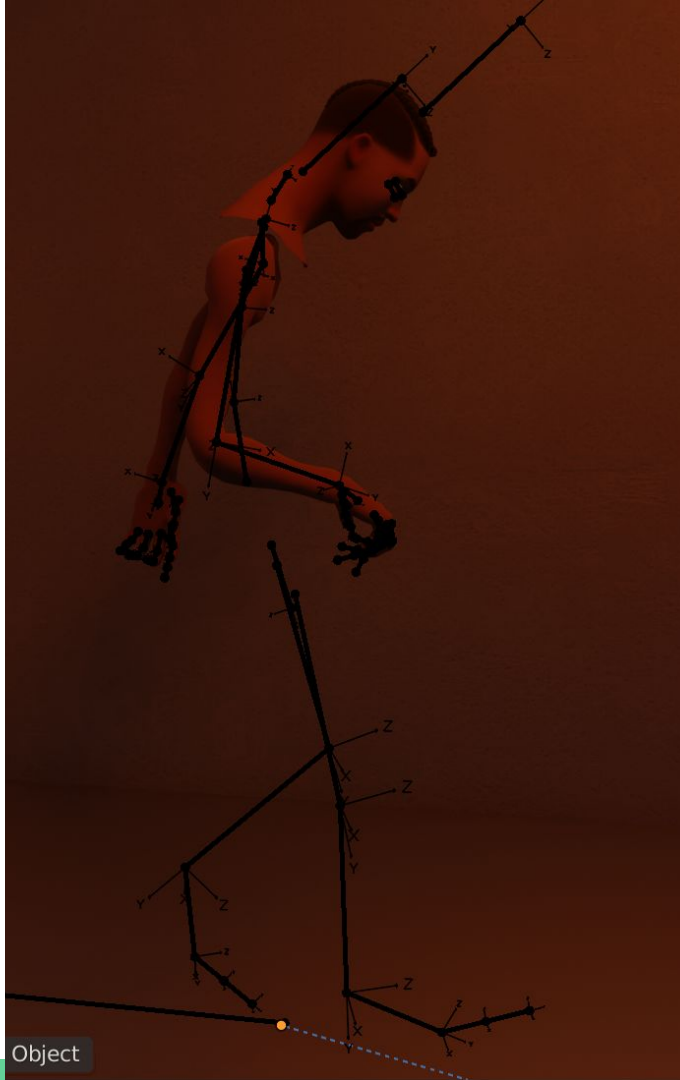


China's World Mockup



How the 3D World Will Work

- Powered by SOLANA Blockchain on Web3.0
 - Smart Contracts / NFTs
 - RIFT Protocol
- Subscription based at \$20USD / Month
- “Citizens” will spawn in a fully explorable world
- Fully Customizable Characters
- Purchasable and Resellable NFT Merchandise
- Multiple interactive elements around the map
- “Citizens” will be able to attend shows
- Interact / socialize with other “Citizens”
- Supported on:
 - MAC, PC, XBox, PlayStation, Mobile, and VR.



Chhina's World Character Models

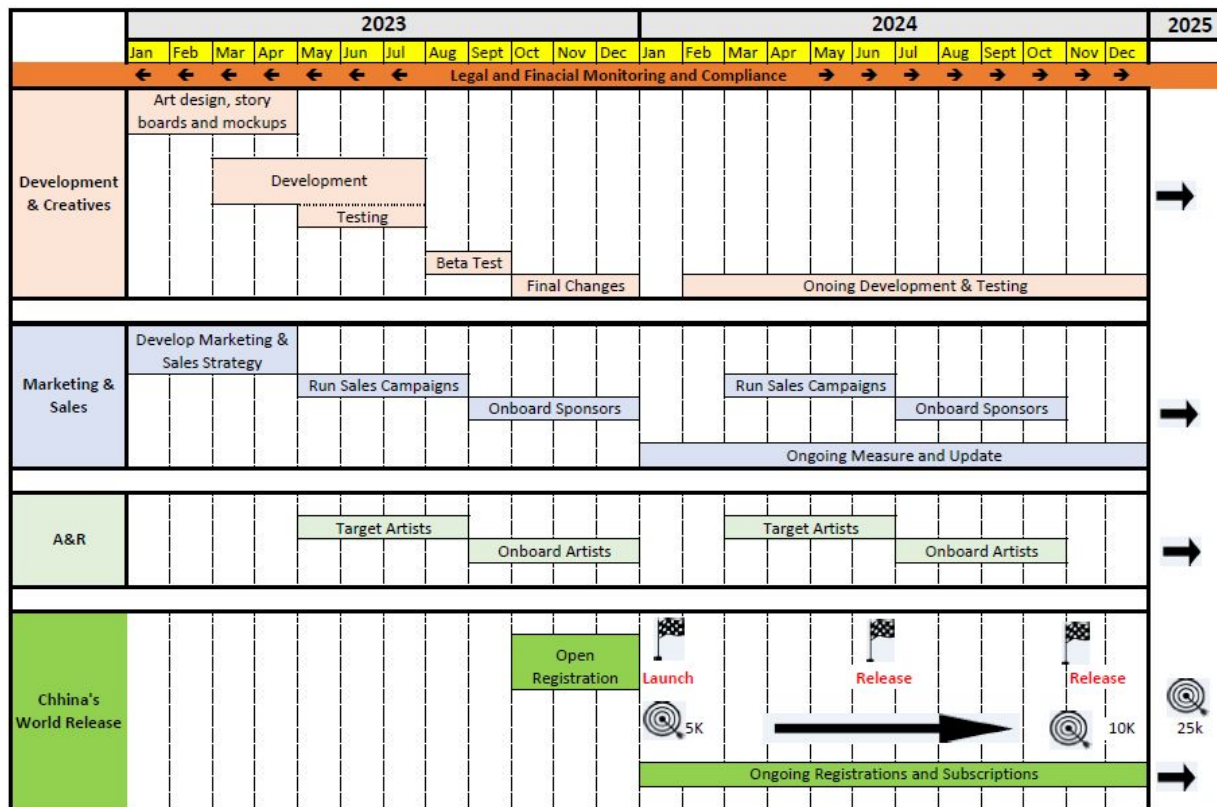


Expected Growth

- Membership to 5000 in year 1
- 10,000 in year 2
- 25,000 in year 3
- This growth is expected to generate \$11,000,000 USD of revenue by 3rd year
- Based on the sale of:
 - Subscriptions
 - Sale / resale of in game items
 - Sale of the service to artists
 - Sale of advertising spots in the world to sponsors.



Timeline



Financial Summary

Forecasted Expenses	2023	2024	2025
Technical Assets			
Hardware Costs	\$ 207,000	\$ 258,750	\$ 323,438
Software Costs	\$ 60,000	\$ 75,000	\$ 93,750
Sub-Total	\$ 267,000	\$ 333,750	\$ 417,188
Labour Costs			
Operational Teams	\$ 1,385,000	\$ 1,731,250	\$ 2,164,063
Executive Team	\$ 800,000	\$ 800,000	\$ 800,000
Sub-Total	\$ 2,185,000	\$ 2,731,250	\$ 3,414,063
Other Costs			
Agency Costs (promotions/comms) @\$1M/year	\$ 1,000,000	\$ 1,250,000	\$ 1,562,500
Travel & Miscellaneous	\$ 240,000	\$ 300,000	\$ 375,000
Office Space Rental	\$ 480,000	\$ 600,000	\$ 750,000
Sub-Total	\$ 1,720,000	\$ 2,150,000	\$ 2,687,500
Total Expenses	\$ 4,172,000	\$ 5,215,000	\$ 6,518,750
Assumptions			
1. All expenses will grow by 25% year over year (to support growth targets in the subscriptions)			
2. Exec staff salaries will not change for first three years			

Forecasted Revenues	2023	2024	2025
Subscriptions			
Subscriptions Target	5000	10000	25000
Subscriptions Revenue	\$ 1,200,000	\$ 2,400,000	\$ 6,000,000
Sponsorship & Advertising			
Sponsorship Revenue	\$ 2,000,000	\$ 2,600,000	\$ 3,380,000
In Platform Revenue			
Merchandise	\$ 300,000	\$ 375,000	\$ 468,750
Artist NFTs (15%)	\$ 150,000	\$ 225,000	\$ 300,000
In-Game purchases	\$ 250,000	\$ 500,000	\$ 1,250,000
Total Revenue Projection	\$ 3,900,000	\$ 6,100,000	\$ 11,398,750
Assumptions:			
1. Subscription fees are \$20/month(\$240/yr) and will not change for first 3 years			
2. Sponsorship revenue is driven by the ability to attract major influencers and artists			
3. Sponsorship revenue is expected to grow 30% per year in first 3 years			
4. Merchandise will be in high demand based on artist and influencers			
5. NFTs sold on the platform by artists will result in a 15% share for Chhina's World			
6. Game purchases are estimated at \$50 year per subscriber for the first 3 years			



Financing Need

- Funding request for year 1 (2023) is \$4.75 million
 - We are applying for grants
- Contingency amount of roughly 14%
- Investors will be offered a rate of 8% interest
- Payable on an annual basis over a period of 5 years
- Equity is also available instead

	2023	2024	2025
Revenue	\$3,900,000	\$6,100,000	\$11,398,750
Expenses	\$4,172,000	\$5,215,000	\$6,518,750
Interest on Loan	\$0	0.0	\$1,236,520
Profit/Loss	-\$272,000	\$885,000	\$3,643,480
Contingency	\$578,000		
Total Funding ask Year 1	\$4,750,000		
Assumptions:			
Profitability starting year 2 onwards			
Interest paid to investor 8% starting in year 3 and paid over 5 years (with options to pay off sooner)			
Equity can be negotiated			
Interest and principal to be paid back - using loan calculator (for illustration purposes only)			
https://www.calculator.net/loan-calculator.html			

Loan Amount
 Loan Term years
 months
 Interest Rate %
 Compound
 Pay Back

Results:

Payment Every Year **\$1,197,304.09**
 Total of 5 Payments **\$5,986,520.44**
 Total Interest **\$1,236,520.44**

[View Amortization Table](#)



Products and Services for Artists

- Full virtual event space with bespoke design, animation, and execution
 - Including NFT Merchandise Design
 - Character Design
 - Selling Services
 - Fan Data Collection / Management
 - Marketing
- Tiered packages varying in event complexity and scale
- 1 off event or multiple event contract



Products and Services for Fans

- Subscription services to use Chhina's World (\$20USD / Month)
- Tiered benefits based on player level / number of NFTs held
 - Benefits include but not limited to:
 - Discount on merchandise
 - Beta testing
 - Early release music (if artist opts in)
 - Exclusive content from artist (if artist opts in)
- NFT Merchandise Marketplace (buy / sell / trade)



Products and Services for Brands / Companies

- Different levels of advertising (pricing varies on location)
- Can offer a full advertising buyout for 1 event or multiple
- Designing and integration of the advertisements
- Can design in game items / NFTs if company wishes
- Marketing



USPs

- We have our own marketplace
 - Full control of fees / royalties
- We have our platform to leverage rather than relying on someone else's
- We can collect and store huge amounts of user data due to the RIFT Protocol
 - Also highly secure
- Personalize each experience to each user and artist
- Offer growth for artists and brands
 - Artists can “perform” in every country at once
- Our shows are fully accessible to those with disabilities or people who cannot attend live shows
 - Noise Sensitivity, Immobility, Epilepsy, etc.
- The company is a LLC, the owners are personally protected



KPIs

- How many shows are we doing per year
- How brands are sponsoring us per show
- How many monthly new sign ups do we have
- How many active users do we have during an event
- How many active users do we have when there is no event





KEY TEAMS

Executive Leadership

Key Executive Team	Roles/Responsibility	Experience
Amar Chhina	Founder and Chief Executive Officer	Artist & Visionary
Name B	Chief Marketing & Operations Advisor Leading all day to day operations and marketing	10+ years Creative industry experience
Name C	Chief Finance Advisor	10+ years finance experience



Teams

- Artists
- A&R
- Technology & Development
- Digital Creative Art
- Sound
- Finance and Legal
- Marketing
- Sales





TARGET MARKETS

Artists Who:

- Have at least 15,000 ORGANIC monthly listeners on Spotify
- Preferably have some sort of prior experience in the Metaverse or with NFTs
- Willing to break into the Metaverse or start selling NFTs regularly
- Can attract a fanbase into our space
- Can potentially grow our user base after their show



Fans Who:

- Have access to internet and gaming hardware
- Preferably have some sort of prior experience in the Metaverse or with NFTs
- Cannot attend a live show due to numerous factors such as:
 - Disabilities
 - Health Reasons
 - Location
 - Cost
 - Age
- Willing to purchase a membership and constantly engage in shows
- Willing to socialise with other players and get friends to sign up



Stakeholders Who:

- Are willing to invest a large sum in exchange for company shares
- Preferably have some sort of prior experience in the Metaverse or with NFTs
- Willing to provide advice and vote on decisions
- Passionate about the project
- Have connections to Brands that are willing to advertise through us



Brands Who:

- Preferably have some sort of prior experience in the Metaverse or with NFTs
- Looking to break into the NFT space
- Align with our artist / fan market





THANK YOU
