

STR8FIRE.

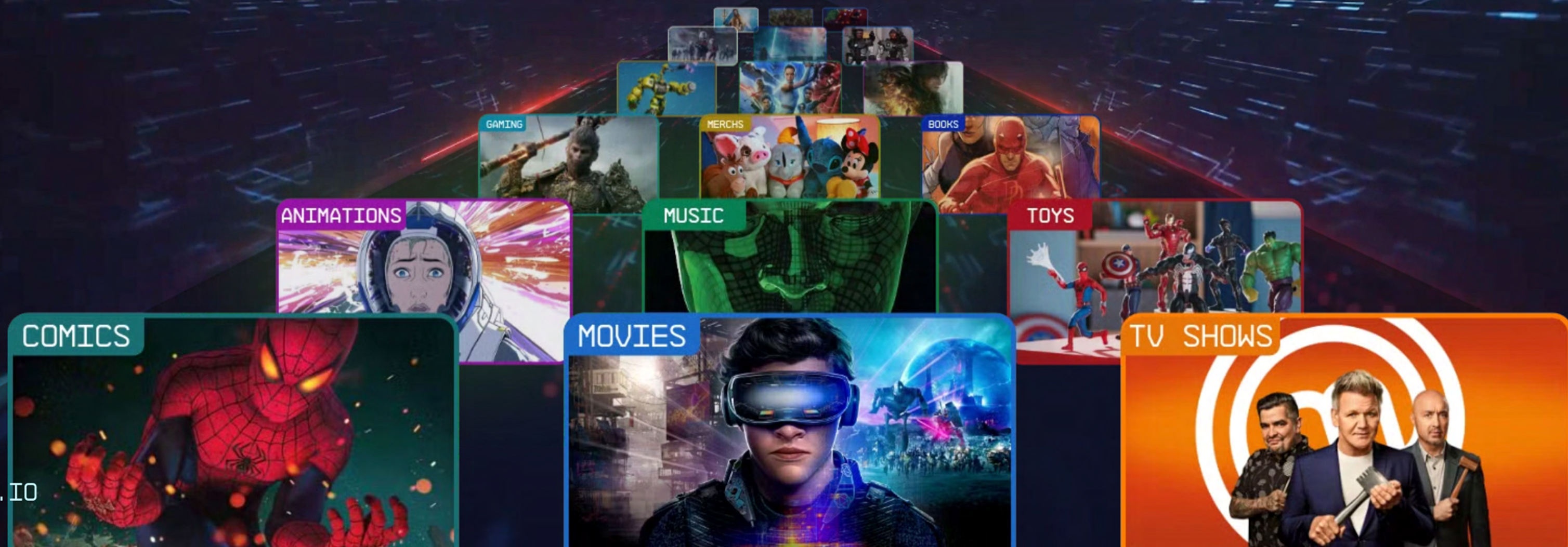
TOKENIZING RWA: ENTERTAINMENT IPS



STR8FIRE

Tokenizing Hollywood-level
RWA Entertainment IPs

A **\$3 trillion** market opportunity



OUR TEAM



CHRISTIAAN
EISBERG

**Co-founder &
Chief Executive Officer**

Serial-entrepreneur and investor in start ups operating in the cross-road of IP, web3, and innovative technology.



XUYANG
ZHAO

**Co-founder &
Chief Products Officer**

Director and producer of 30 million views animation, 3D expert. Credits: Diablo Immortal, Matrix Awaken, League of Legends.



ROMAR BUCUR

Head of IP

Media and gaming executive formerly for Survivor, Deal or No Deal, and Big Brother



B. EARL

Head of Comic

Marvel comic writer Ghost Rider, Werewolf by Night, Deadly Neighbourhood Spiderman.



BEN LOCK

Head of Production

BAFTA-winning animation/VFX exec for Ready Player One, Star Wars, Transformers.



KEITH FAY

Head of Production

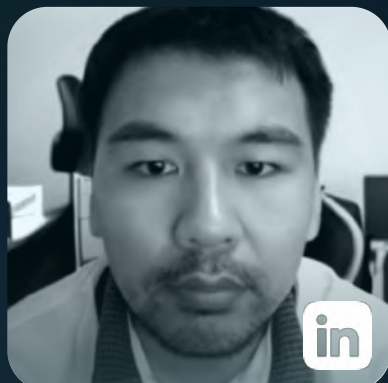
Writer, producer, and IP executive, formerly at Disney, Sony, Cartoon Network



DAVID VONNER

Head of Toy

Award-winning toys, action figures, and collectibles designer, formerly at Marvel, DC, Hasbro and Mattel.



HAIWEI YUAN

Head of Game

Renowned game developer/producer for Dragon Nest, Immortal Legend, Legend of Mir.

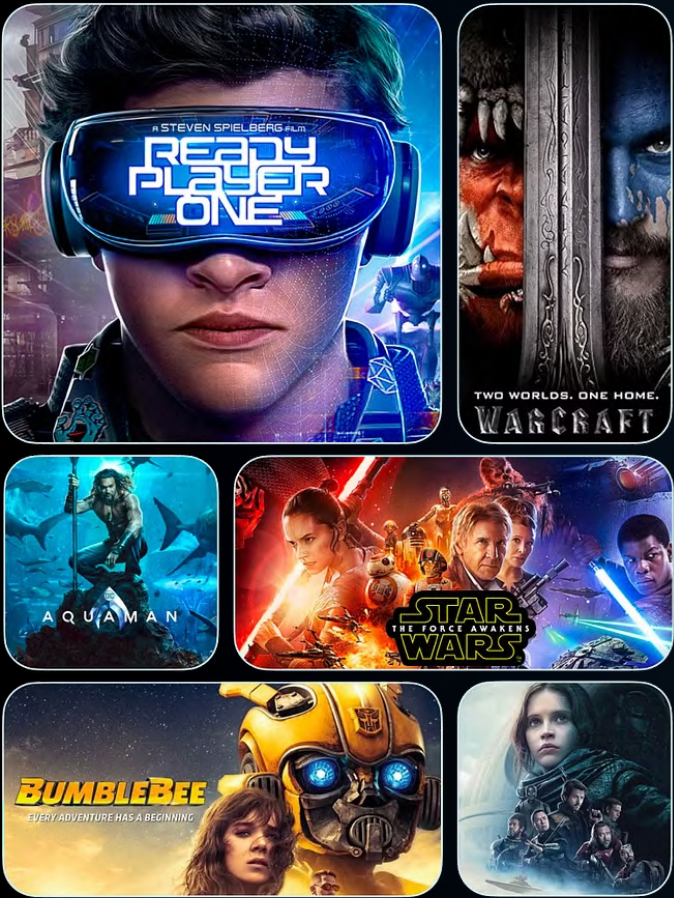
**+20 GLOBAL
TEAM MEMBERS**

CHINA DUBAI
NETHERLANDS
SINGAPORE US

TEAM CREDITS

| STAR WARS / MARVEL / POLYGON / BLACK EYED PEAS | SPIDERMAN | AQUAMAN | BUMBLEBEE | DAREDEVIL |

MOVIES



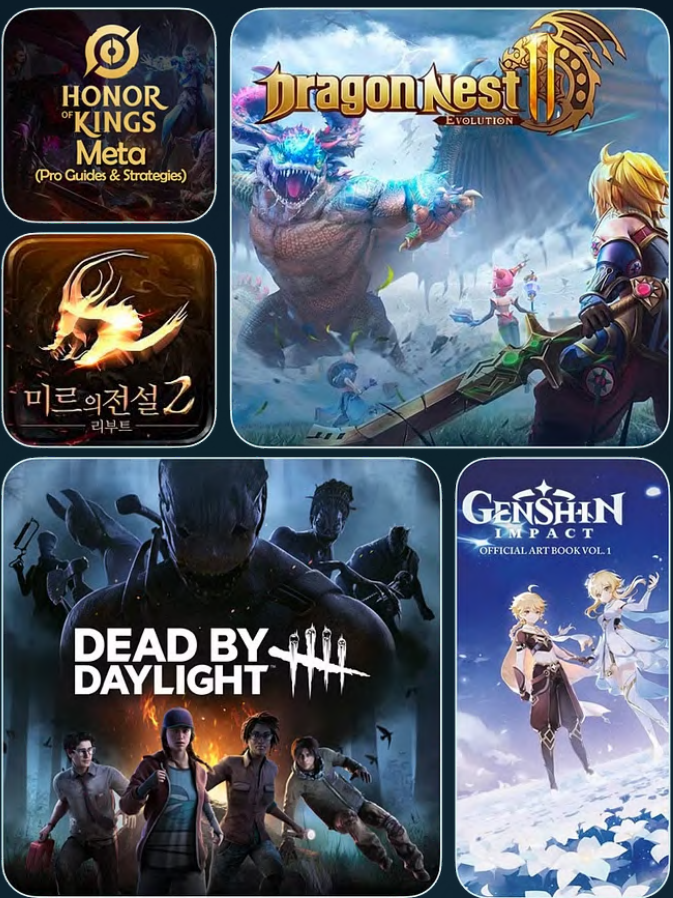
COMICS



TOYS



GAMES



TV



OUR AWARD-WINNING TEAM HAS WORKED ON SOME OF THE BIGGEST TITLES
IN THE MOVIE, TV, COMICS, TOYS, AND GAMES INDUSTRY.

TRACTION

Access to

500+

GLOBAL IPS

100+

COUNTRIES

300M+

AUDIENCE



STREAMING
PLATFORMS

NETFLIX

bilibili

YOUKU

Tencent



GAMING



LIGHTSPEED
STUDIOS

idREAMSKY



TV SHOWS



itv



TOYS



BBTS
BIGBROTHERSTORE



COMICS



REDEFINING ENTERTAINMENT

PROBLEM & SOLUTION

High-barrier for investments in **illiquid** entertainment IPs

Value & Strategy
Limited set of crypto/tokenized assets to invest in

STR8FIRE SOLUTION

IP Platform for direct and simplified investment in tokenized **Premium Entertainment IPs**

IP
LAUNCHPAD

RWA
MARKETPLACE

TOKENIZED
IP FUNDS

TOKENIZED IP PLATFORM

PRODUCT 01



IP LAUNCHPAD

Offer investment opportunities to fans and retail investors

- The "Kickstarter" for web3 (RWA)
- Project management tool
- Project tracking tool
- Funding Vault, securing investment

PHASE I

PRODUCT 02



RWA MARKETPLACE

Increase liquidity for secondary trading tokenized assets

- Make RWA liquid
- Story Protocol supported
- EVM chains adopted

PHASE II

PRODUCT 03



TOKENIZED IP FUNDS

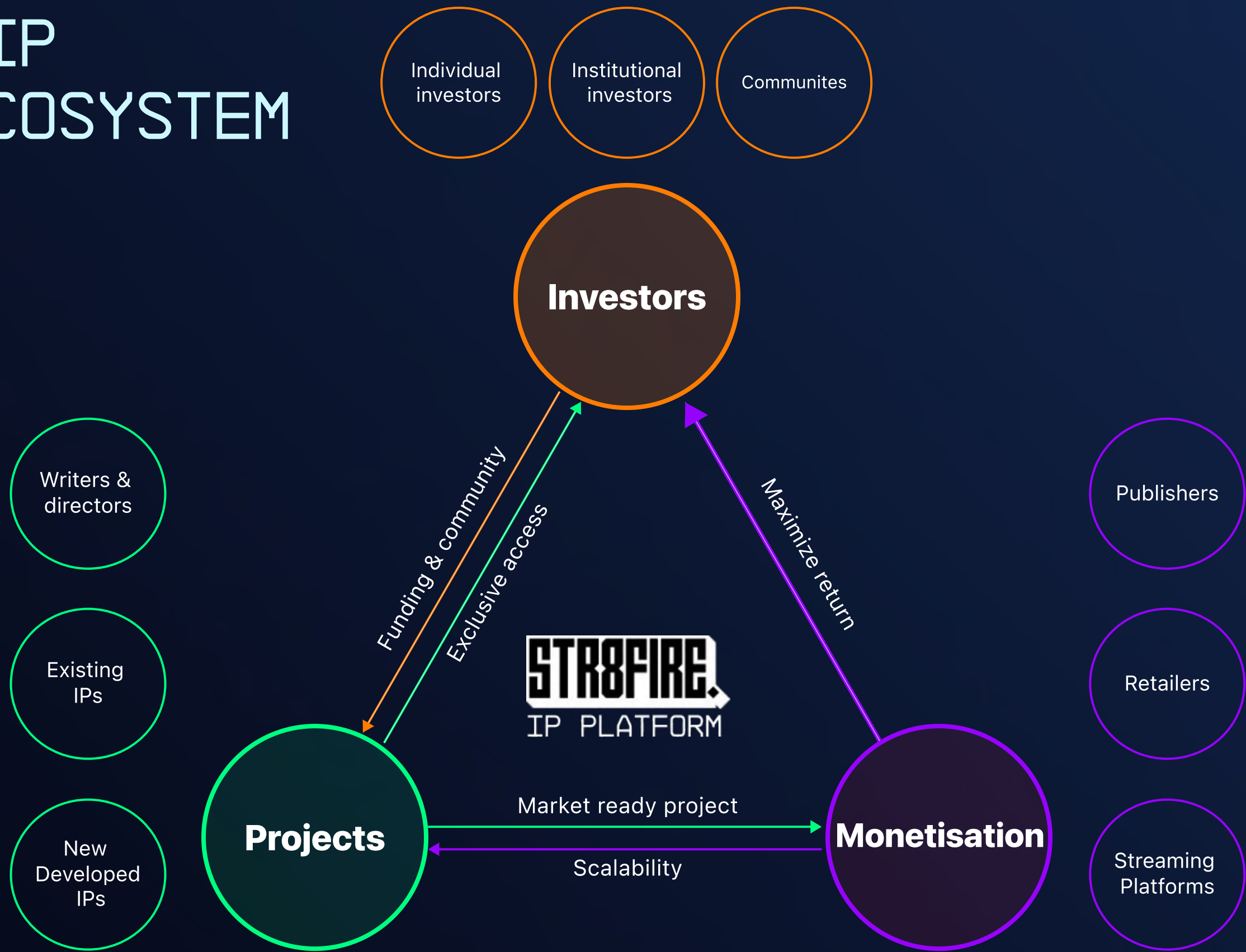
Offer diversified investment opportunities to private and institutional investors

- Untangle nested assets
- Provide flexibility to capitals

PHASE III

REDEFINING ENTERTAINMENT

TOKENIZED IP PLATFORM ECOSYSTEM



MARKET OPPORTUNITY

TIME-TO-MARKET

Early before the boom of the **tokenized RWA** market

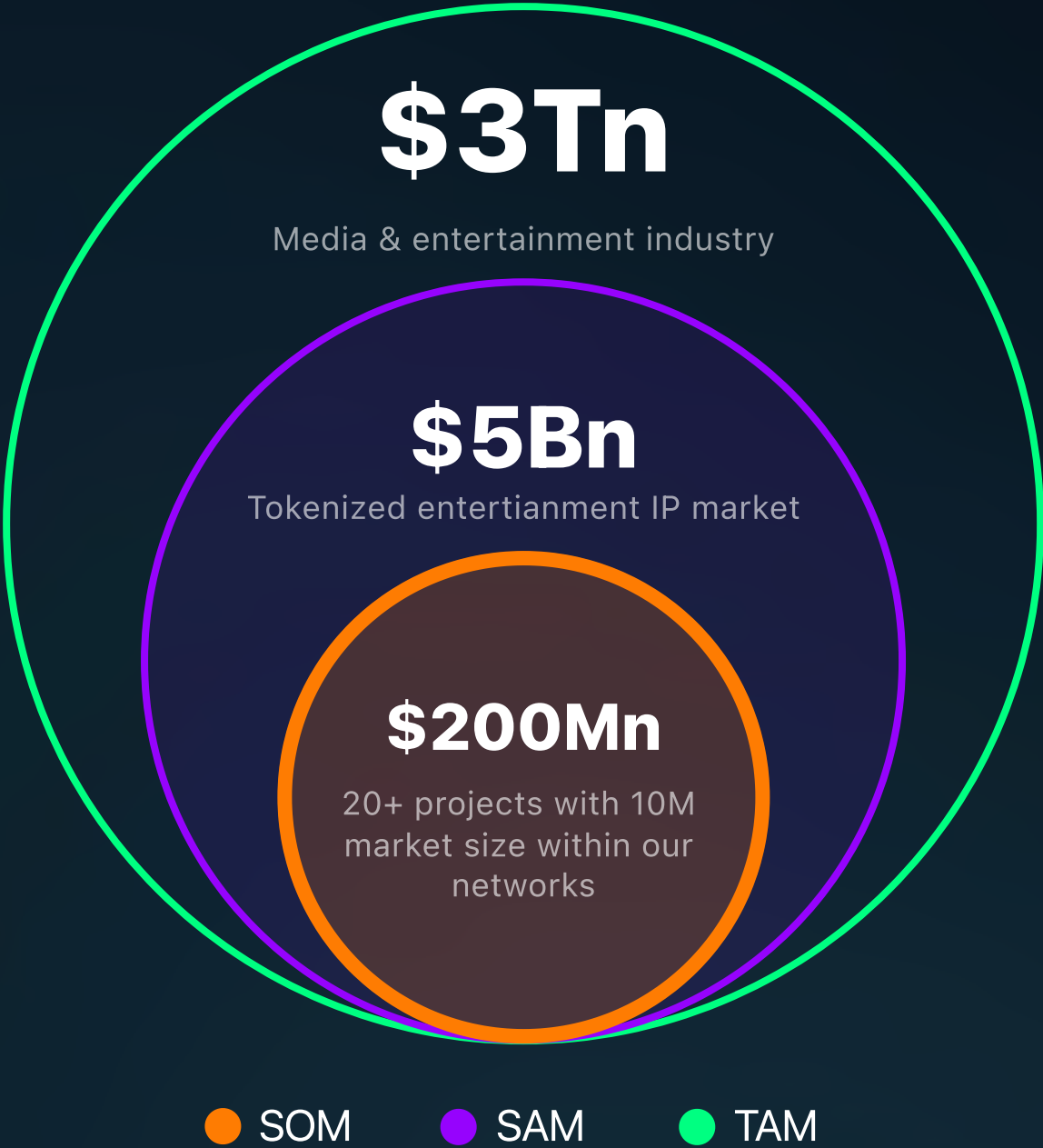
- ✓ More explicit **market consensus**
- ✓ RWA tokenization **infrastructure** improvement
- ✓ **Legal & regulatory** clarity

MARKET OPPORTUNITY

\$5 billion tangible entertainment IP market with potential tokenization needs.

STRATEGIC SCALING

- Expand **user-base** through **structured GTM plan**
- On boarding **premium IPs** through solid **web2 networks**



COMPETITOR LANDSCAPE

	 MixiP	 KOR PROTOCOL	 STORY PROTOCOL	 POLYTRADE	 Republic	 MANTRA	 RWA	 STR8FIRE
RWA Launchpad Tokenized asset offerings	—	—	—	—	✓	✓	✓	✓
RWA Marketplace Secondary trading liquidity	—	—	—	✓	—	✓	✓	✓
Intellectual Properties IP RWA focus	✓	✓	✓	✓	✓	—	—	✓
Media and Entertainment \$3T M&E industry focus	✓	✓	✓	✓	✓	—	—	✓
Smart Contract Development Automated, secure, self-executing contracts	✓	✓	✓	—	✓	✓	✓	✓
Curated RWA Selected, verified, controlled	—	✓	—	—	✓	—	✓	✓
EVM Compatible Interoperable Ethereum-based	—	—	✓	✓	—	✓	✓	✓
Post Funding Management Oversight, allocation, reporting, optimization	—	—	—	—	—	—	—	✓
Milestone-based Funding Performance-driven investment release	—	—	—	—	—	—	—	✓
Token / Tokenized Funds RWA blockchain and venture funds	—	—	—	—	—	—	—	✓

GO-TO-MARKET STRATEGY

Q4 2024

IP LAUNCHPAD

USER ACQUISITION

- 200+ NFT communities
- Quest program, social mining
- X spaces campaign (20+ X spaces/M)
- KOL networks (200+ KOLs)
- T1 entertainment celebrity networks

IP ACQUISITION

- 50+ media company network
- 10+ Global T1 streaming platforms
- Current mainstream celebrity network

Q1 2025

RWA MARKETPLACE

Q2 2025

TOKENIZED IP FUND

TARGET

20+	100K	20M
Tokenized IPs	Platform MAU	IP Fund raise

MARKETING & US

Video game marketing: self-developed casual mobile game on IOS, Android and Telegram;

Digital campaign: high quality content output; quest program

Exposure: main stream media press exposure; web2 & web3 conferences;

Partnerships: NFT, GameFi, RWA, and web3 IP projects; EVM chains; main stream publishers

<div>ENGAGEMENT</div> <p>X spaces program: regular educational X spaces program</p> <p>Quest program: self-developed quest program</p>	<div>DEVELOPMENT</div> <p>Update features;</p> <p>Project management feature;</p>
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Q4 2025

WEB2 & WEB3 IP EXPANSION

TARGET


50+	400K
Tokenized IPs	Platform MAU

DEPENDS ON THE CRYPTO MARKET GROWTH

EQUITY INVESTMENT

IP DIRECT INVESTMENT

IP CASES



AngryFoot, created by Taboo from the Black Eyed Peas, is the world's first Native American superhero.

TOYS

MUSIC

COMICS


ANIMATION

4.4M+

GLOBAL FAN BASE

80M+

ALBUM SOLD



He embodies rising from the bottom to the top. In partnership with Ol' Dirty Bastard's estate, STR8FIRE preserves the legacy of the legendary Wu-Tang Clan co-founder.

COMICS

MUSIC

TOYS

FILM


ANIMATION

2M+

SPOTIFY MONTHLY STREAMS

1.74M

YOUTUBE MONTHLY STREAMS



VIRUS, co-produced AAA sci-fi 3D animation with Bilibili. Further monetisation: toys, comics, animation in production.

ANIMATION

TOYS


COMICS

35M+

VIEWS ON BILIBILI

bilibili

98M DAU / 329M MAU



THEXII

Inspired by the Asian zodiac, THEXII is an interactive Sci-Fi story, developed with Nobel laureate in physics and AAA game writer.

ANIMATION

COMICS

TOYS

HORIZON
FORBIDDEN WEST






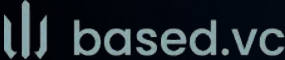


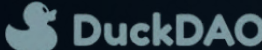



AAA GAME STORY WRITER

NOBEL LAUREATE













↳ [VIEW DETAILS](#)

INVESTORS & PARTNERS

INVESTORS

PARTNERS

 <div>WEB3</div>	 <div>WEB3</div>	 <div>WEB2</div>
 <div>WEB3</div>	 <div>WEB2</div>	 <div>WEB2</div>
 <div>WEB2</div>	 <div>WEB3</div>	 <div>WEB2</div>
 <div>WEB2</div>	 <div>WEB2</div>	 <div>WEB3</div>

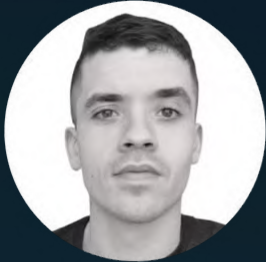
ADVISORS



CHARLIE HU
Co-founder @ Bitlayer



ELLIOT HAGEMEIJER
CEO & Founder @ Decubate



BRANDON LINDSAY-SMITH
CCO & Partner
@ Decubate Ventures



NICK SMOHORZHEVSKYI
CIO @ Solus Partners
Co-Founder @ DEGEN Associates



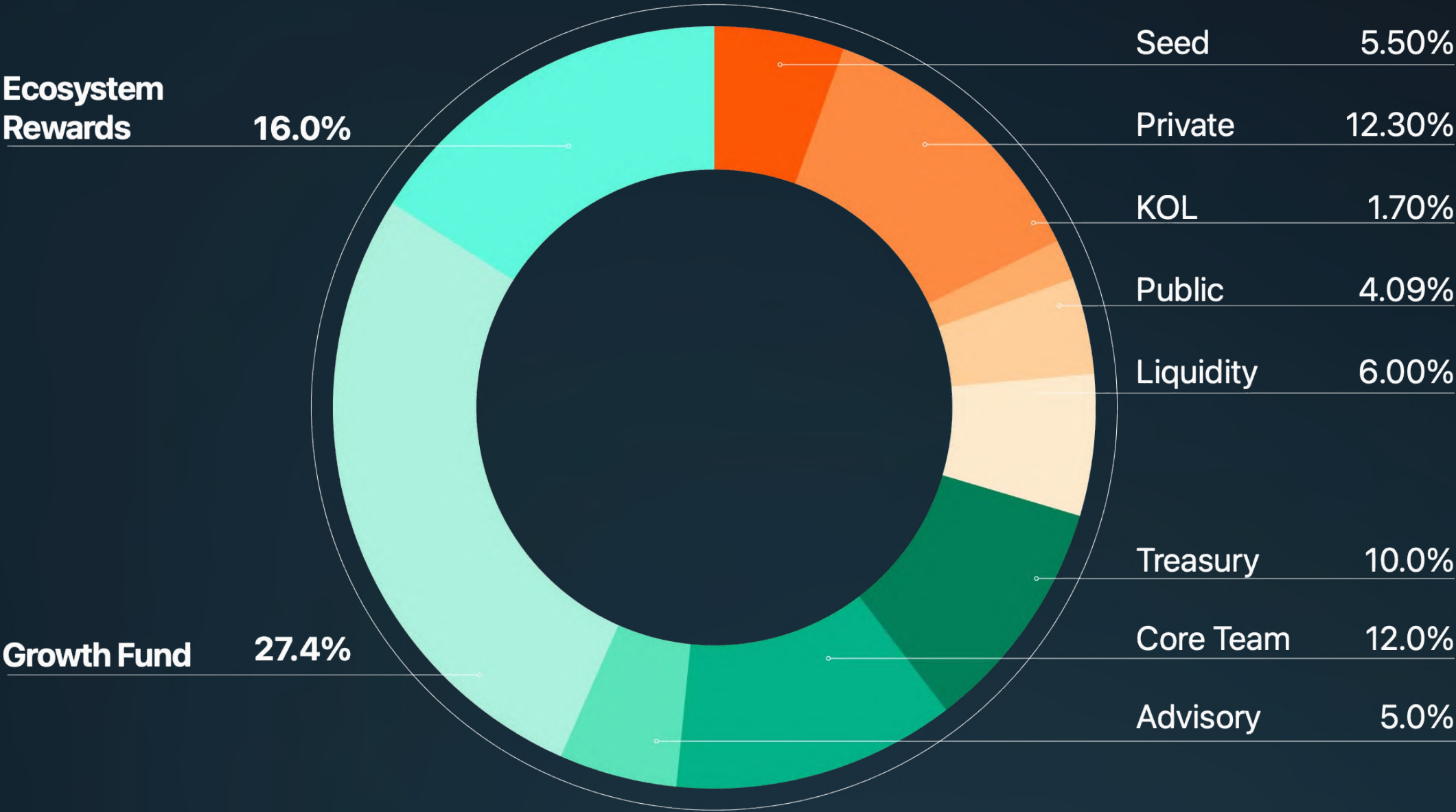
DINA MATTAR
CEO @ DVerse

TOKENOMICS

TOTAL SUPPLY	10,000,000,000
TOTAL SUPPLY IN PRESALE	2,359,090,909
TOTAL SUPPLY FREE AT TGE	227,068,182

TGE MARKET CAP <small>(EXL. LIQUIDITY)</small>	USD 499,550
TGE FULLY DILUTED MARKET CAP	USD 22,000,000

TOTAL PRESALE RAISE USD 3,847,000	LIQUIDITY RESERVE USD 1,320,000
GROWTH FUND USD 6,030,000	ECOSYSTEM REWARDS USD 3,520,000



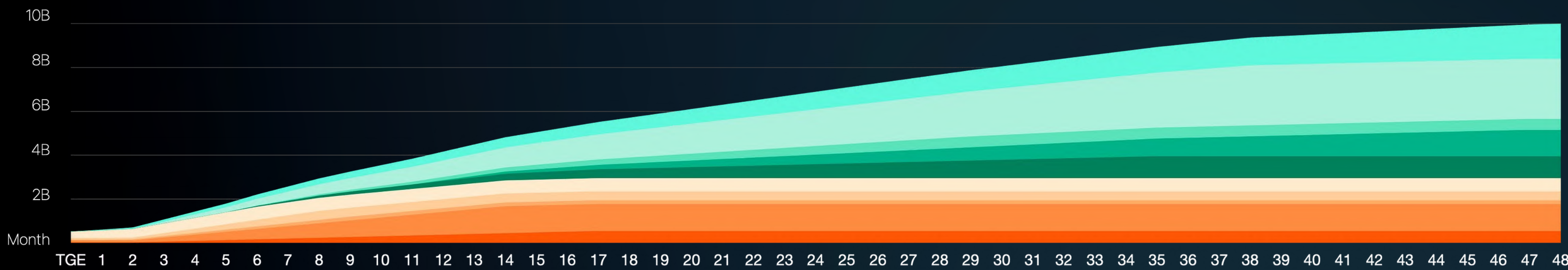
TOKENOMICS

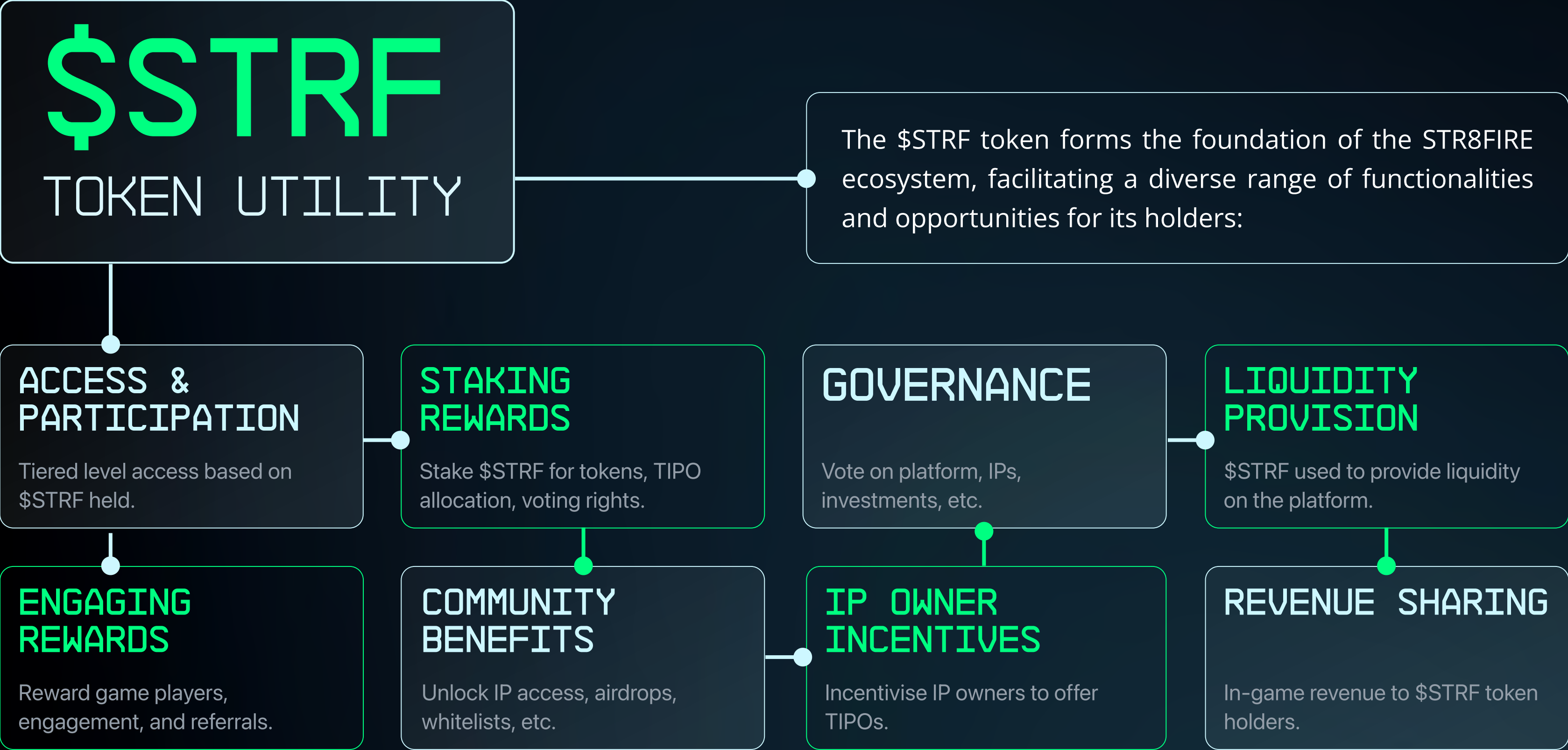
TOKEN PRESALE

	# of Tokens	% of Supply	Price (USD)	FDV (USD)	% TGE Unlock	Cliff (M)	Vest After Cliff (M)
Seed	550.000.000	5,50%	0,0010	10.000.000	5,0%	3	15
Private	1.230.000.000	12,30%	0,0017	17.000.000	7,5%	3	12
KOL	170.000.000	1,70%	0,0018	18.000.000	15,0%	1	8
Public	409.090.909	4,09%	0,0022	22.000.000	20,0%	1	6

TOKEN ALLOCATION

	# of Tokens	% of Supply	Valuation (USD)	% TGE Unlock	Cliff (M)	Vest After Cliff (M)
Liquidity Reserve	600.000.000	6,0%	1.320.000	50%	0	6
Treasury	1.000.000.000	10,0%	2.200.000	0%	6	30
Core Team	1.200.000.000	12,0%	2.640.000	0%	12	36
Advisory	500.000.000	5,0%	1.100.000	0%	6	24
Growth fund	2.740.909.091	27,4%	6.030.000	0%	3	36
Ecosystem Rewards	1.600.000.000	16,0%	3.520.000	0%	0	48





GET IN TOUCH!



[Telegram @Chris](https://t.me/Chris)



[Telegram @Xuyang](https://t.me/Xuyang)



info@str8fire.io

JOIN THE JOURNEY!



[@STR8FIRE.io](https://x.com/STR8FIRE.io)



<https://discord.com/invite/str8fire>



https://t.me/STR8FIRE_community

