

# STR8FIRE.

## TOKENISING RWA: ENTERTAINMENT IPS



STR8FIRE IS REDEFINING THE ENTERTAINMENT INDUSTRY BY TOKENISING REAL WORLD ASSETS (RWA), MORE SPECIFICALLY THE OWNERSHIP OF ENTERTAINMENT IPS, ENABLING FANS AND INVESTORS TO OWN, TRADE, AND PROFIT FROM THEIR FAVOURITE MOVIES, COMICS, GAMES, AND MORE THROUGH ITS GROUND-BREAKING IP LAUNCHPAD.



REDEFINING ENTERTAINMENT

# A \$3 TRILLION OPPORTUNITY

## ENTERTAINMENT INDUSTRY PROBLEM

The entertainment industry is controlled by large studios, limiting investment in new IPs and disconnecting fans from the success of the content they support.

## CRYPTO INDUSTRY PROBLEM

Crypto investors face extreme volatility and speculative assets with limited value, creating challenges in risk management and diversification.

## STR8FIRE SOLUTION

STR8FIRE's ecosystem bridges these gaps by offering IP owners new investment opportunities and providing crypto investors with stable, diversified portfolios through tokenized entertainment assets.





REDEFINING ENTERTAINMENT

# THE IP LAUNCHPAD

The IP Launchpad is a vital component of our ecosystem, enabling entertainment IPs to gain the necessary attention, resources, and ultimately investments to thrive. It serves as a conduit between IP owners and investors, streamlining the process of transforming innovative ideas into successful IPs.

STR8FIRE  
LAUNCHPAD

Connect V

1 Subscription  
14th August 14:00 - 26th August 05:00 UTC

2 Snapshot  
10th September 05:00 UTC

3 Lottery  
10th September 12:00 UTC - 21:00 UTC

4 Redemption  
12th September

AngryFoot

He's pissed and has a tomahawk to grind!

PLAY

Total Raise:

\$450,000 USDC

Reservations & investments:

1,518

Registration ends in:

12 Days

10 Hours

20 Minutes

14 Seconds

Monetisation angles:

Virus

\$ 250,000

Comics Animation Toys

VIRUS is an AAA-quality, 3D animated short, the animation has amassed 35M+ views in ...

12d 12h 15m 1s

ODB Universe

\$ 350,000

Toys Music Comics Animation

Created by the legendary toy designer David Vonner, the ODB digital collectables offer the...

19d 14h 10m 5s

THEXII

\$ 500,000

Animation Comics Toys

Inspired by the Asian zodiac, THEXII is an interactive Sci-Fi story.

7d 11h 27m 1s

Adventures of Soloman

\$ 350,000

Comics Animation

High up in the Aseeri mountains, while hiding in a cave for the...

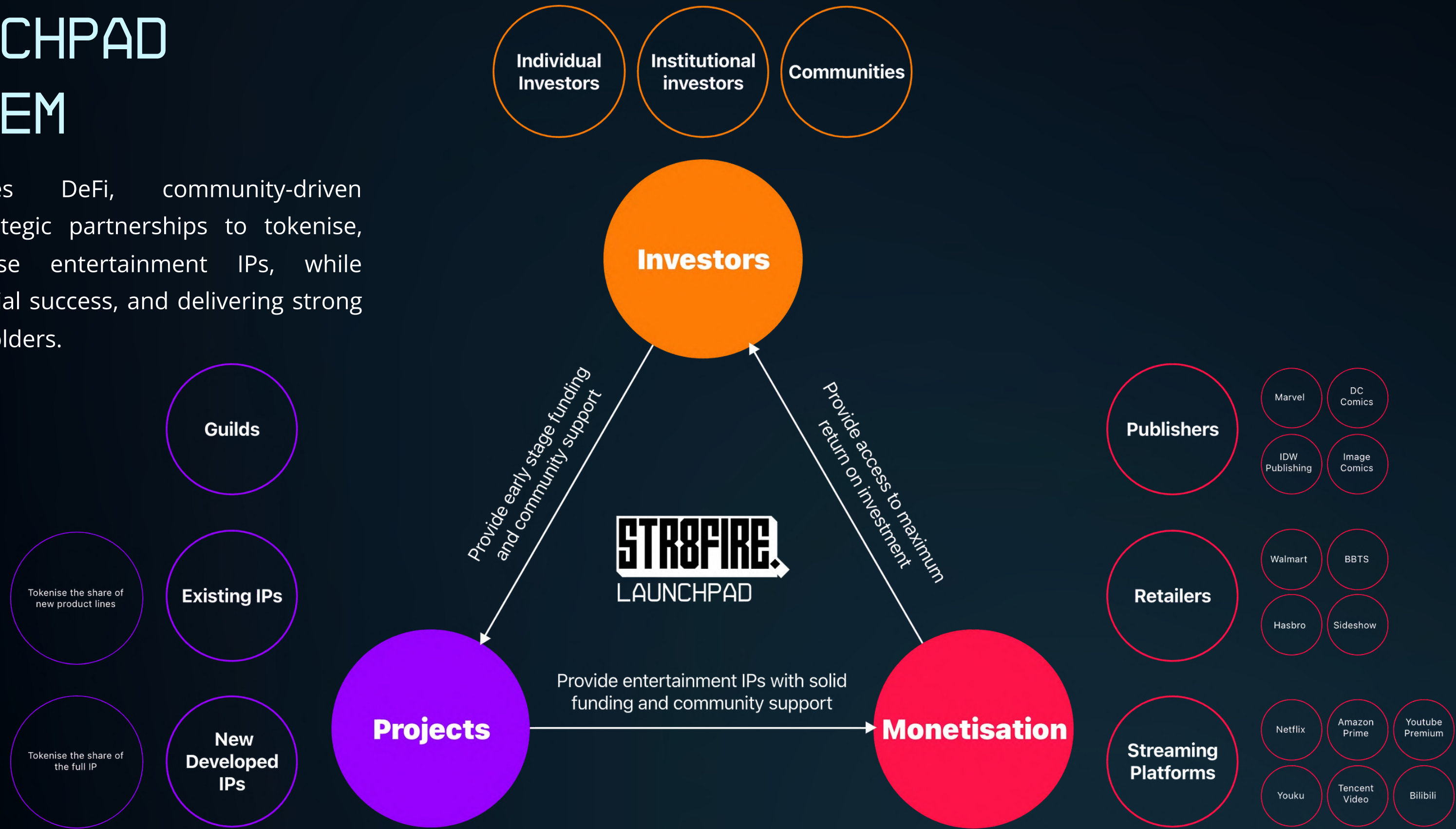
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REDEFINING ENTERTAINMENT

# IP LAUNCHPAD ECOSYSTEM

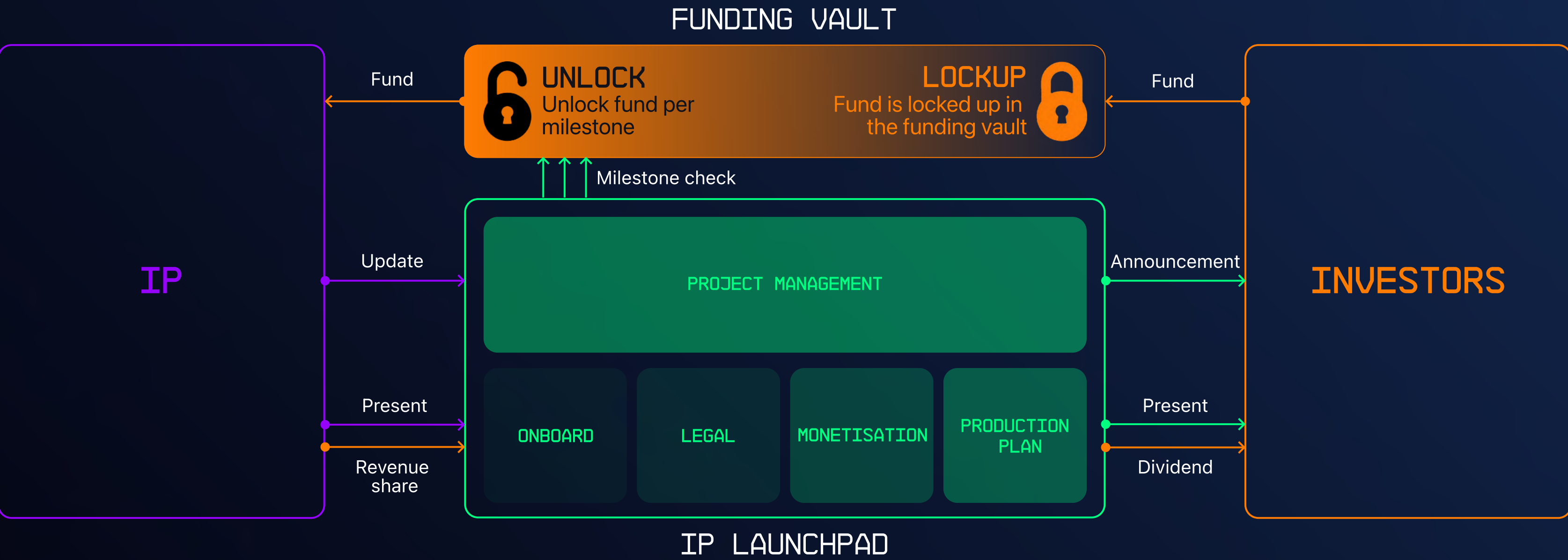
STR8FIRE combines DeFi, community-driven innovation, and strategic partnerships to tokenise, fund, and monetise entertainment IPs, while maximising commercial success, and delivering strong returns for all stakeholders.





REDEFINING ENTERTAINMENT

# MAXIMISE RETURN ON INVESTMENT





REDEFINING ENTERTAINMENT

# EARLY ACCESS TO ENTERTAINMENT IPS

## Early Investment Opportunities



First-Mover Advantage and Access to High-Growth Project.

## Exclusive Benefits & Perks



Unique Assets and Access to Premium Content

## Revenue-Sharing & Royalties



Passive Income Streams and Royalties

## Influence & Participation



Governance and Direct Engagement with IPs

## Liquidity & Flexibility



Tradable Tokens and Fractional Ownership

## Potential for High Returns



Scalability and global reach

## Risk Mitigation



Diversified Investment Opportunities and Transparent



# TIER SYSTEM & ALLOCATION

						
	BRONZE 1x allocation	SILVER 2x allocation	GOLD 4x allocation	PLATINUM 8x allocation	DIAMOND 16x allocation	DIAMOND X 32x allocation
Guaranteed Allocation	✓	✓	✓	✓	✓	✓
Voting Rights		✓	✓	✓	✓	✓
Referral Incentive			✓	✓	✓	✓
Exclusive Rewards				✓	✓	✓
Exclusive Deals					✓	✓
OG Pass Discount	-	-	-	Max 1 <sup>!</sup>	Max 5 <sup>!</sup>	Max 10 <sup>!</sup>
\$STR8X Requirement	Free	250,000	500,000	1,000,000	5,000,000	10,000,000

<sup>!</sup> 1 OG Pass equals 200,000 \$STR8X discount





# VIRUS

VIRUS (part of Capsules), co-produced AAA sci-fi 3D animation with Bilibili.

Further monetisation: toys line and comic series in production.



## 35M+

VIEWS ON BILIBILI



98M DAILY ACTIVE USERS (DAUS)  
329M MONTHLY ACTIVE USERS (MAUS)





# ANGRYFOOT

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

It's designed to expand into an IP encompassing music, comics, toys, and a 3D animated feature film.



4.4M+

GLOBAL FAN BASE +

80M+

ALBUM SOLD

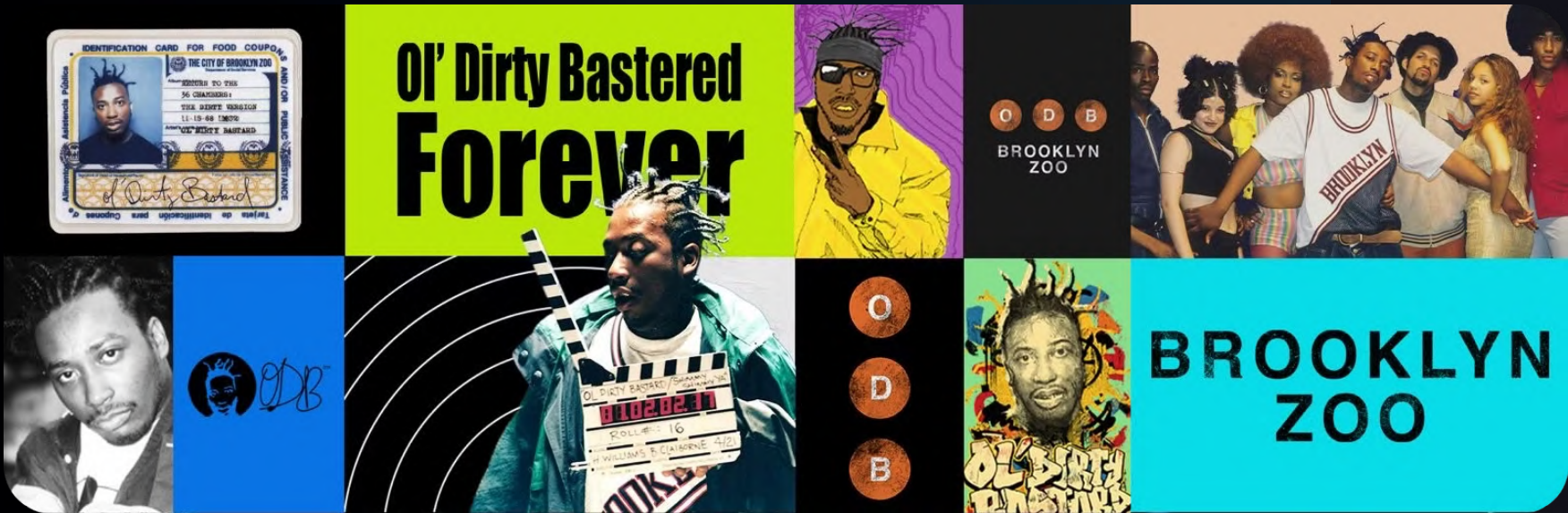




# ODB (OL' DIRTY BASTARD)

FOUNDER WU-TANG CLAN

He represents coming from the bottom and making it to the top...Together with the Estate of Ol' Dirty Bastard, STR8FIRE is preserving and promoting the legacy and spirit of the legendary rapper and co-founder of the Wu Tang Clan. With comics, toys, and an NFT collection in the works, the animated series is not far away.



2M+

SPOTIFY MONTHLY STREAMS

1.74M

YOUTUBE MONTHLY STREAMS





# STR8 SHOOTER

THE ADVENTURES OF LIORE

We develop a slate of casual mobile games that feature characters, environments, and storylines from the IPs in our portfolio, allowing for cross-IP collaborations. Our partners can opt to have their IPs integrated into these games as well, helping to blend our communities and expand the reach of our content.





# AND MORE

ACCESS TO

500+


GLOBAL IPS

100+

COUNTRIES

300M+

AUDIENCE

STREAMING PLATFORMS	GAMING	TV	TOYS	COMICS
				
				
				
				



# TEAM



**CHRISTIAAN EISBERG**  
Chief Executive Officer

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



**XUYANG ZHAO**  
Chief Products Officer

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



**B. EARL**  
Marvel comic writer



**BEN LOCK**  
BAFTA-winning VFX Producer



**DAVID VONNER**  
Award-winning toy designer



**HAIWEI YUAN**  
Game Diretor



**KEITH FAY**  
Producer @ Cartoon Network

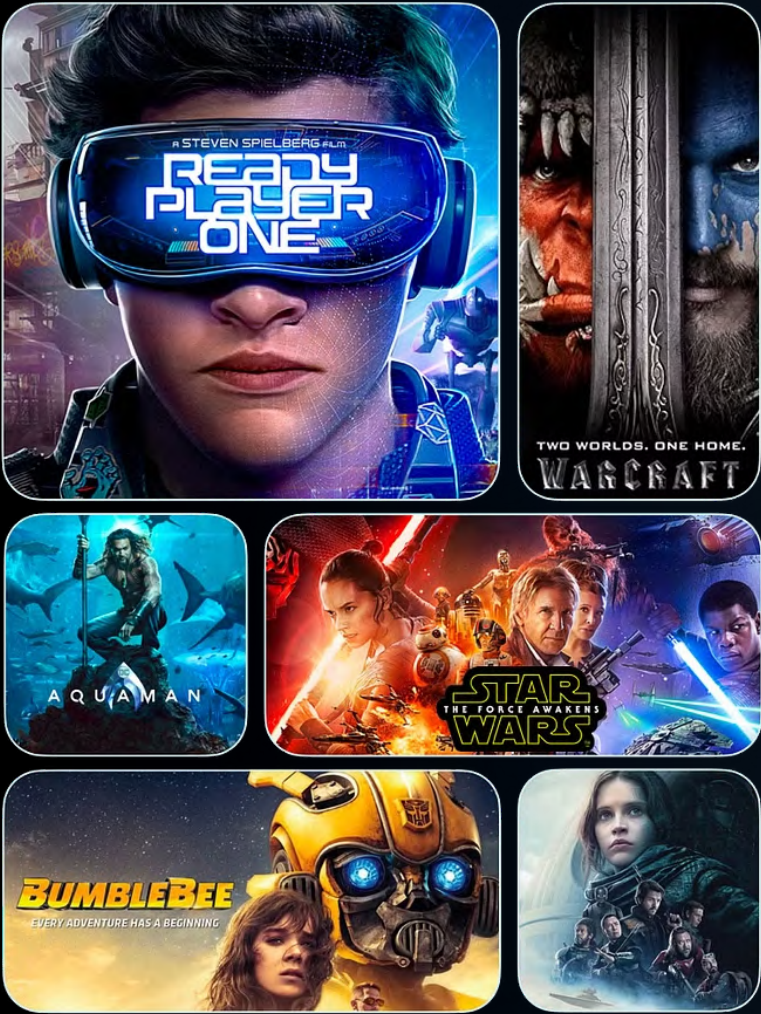




# TEAM CREDITS

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

## MOVIES



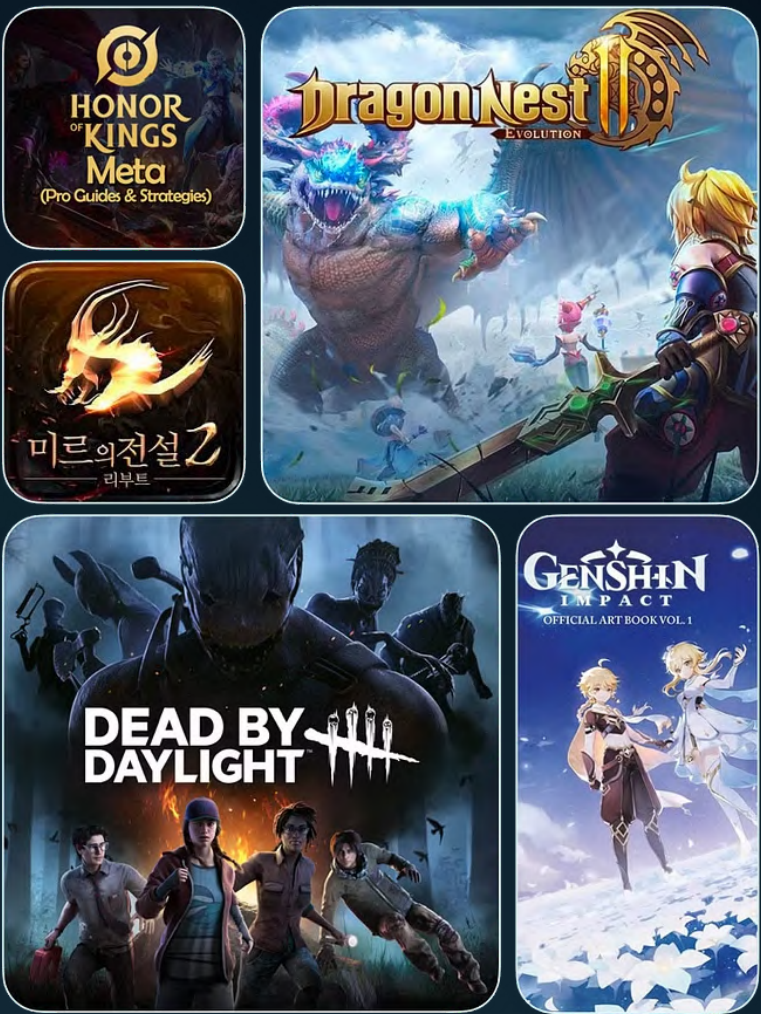
## COMICS



## TOYS



## GAMES



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

























# INVESTORS & PARTNERS

## INVESTORS

## PARTNERS





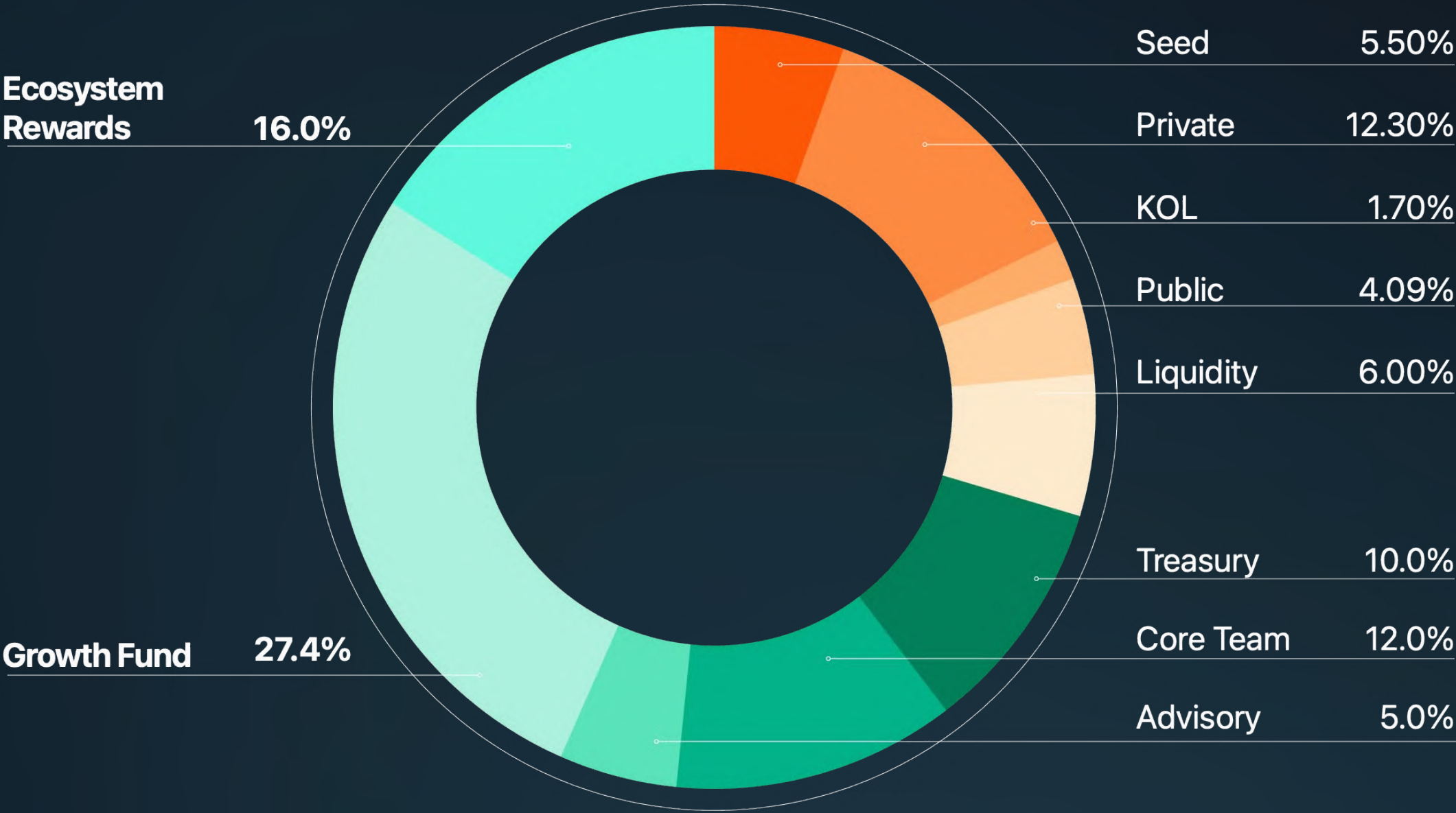


# TOKENOMICS

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





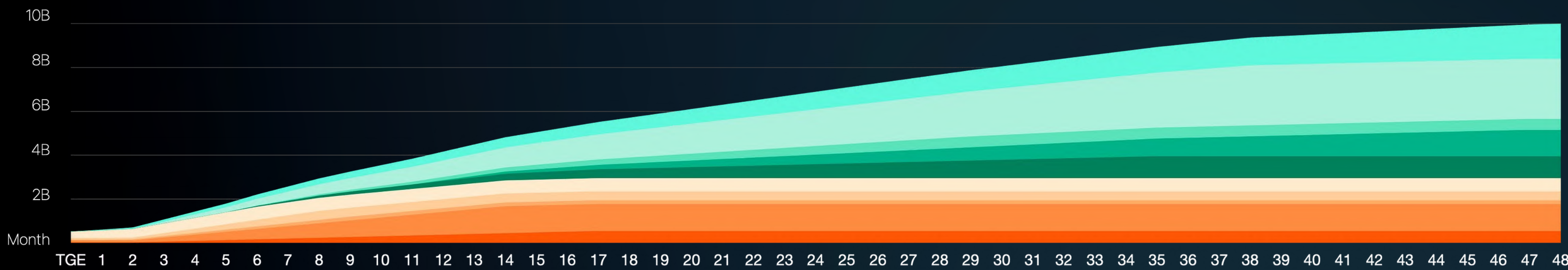
# TOKENOMICS

## 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







SEP 2024

# GET IN TOUCH!



@STR8FIRE\_IO



[HTTPS://T.ME/  
STR8FIRE\\_COMMUNITY](https://t.me/STR8FIRE_COMMUNITY)



[INFO@STR8FIER.IO](mailto:INFO@STR8FIER.IO)

