



Building the Decentral Games Growth Engine



THE MISSION

Onboard, retain, and *delight* the next million+ players into the ICE Poker ecosystem, establishing Decentral Games as a leader in the web3 gaming space.



SIZING THE OPPORTUNITY



~\$30bn

Online poker market size in 2021 (expected CAGR of 12.9% through to 2028)¹

TAM



847,000

web3 gaming daily unique active wallets (UAWs) in August 2022²

TODAY



40mn

Daily active users (DAUs) of Zynga Poker, the leading free-to-play poker app³

BENCHMARK



To achieve our long-term mission, we'll be investing heavily in the following three areas:



GROWTH THROUGH NEW USER ACQUISITION

ICE Poker players are at the center of our universe. To grow, we need to attract a steady flow of new ones.



BUILDING A COMPELLING STORY AROUND OUR BRAND

Without a compelling story, Decentral Games is just another web3 protocol. We *must* stand out from the rest.



COMMUNITY GROWTH AND ENGAGEMENT

Governance participation and community advocacy needs to be rewarded for us to grow to the next level.





INVESTMENT AREA ¹


Growth through new user acquisition


ICE Poker players are at the center of our universe. To grow, we need to attract a steady flow of new ones.






Getting the ecosystem flywheel spinning.

 **Players:** provide critical player liquidity that improves the experience for everyone else.

 **Owners:** contribute economic activity that sustains and balances the ecosystem.

 **Advocates:** participate in governance and drive network effects through advocacy.



This all starts with stimulating player growth.

Our more immediate focus will be on growing the number of daily active players within both ICE Poker Metaverse and ICE Poker Flex.

In the short-term, we'll focus on acquiring web3 natives, but for us to truly reach scale we must reach casual gamers.



WEB3 GAME ENJOYOR

A competitive, web3 native that wants to be the first to test any new game. They're motivated by ownership and earnings.



METaverse MAXI

Creative, experience-driven web3 native that is an early adopter of the metaverse. Here for a new social experience.



POKER ENTHUSIAST

A web2 native, plays poker online and IRL, and is very competitive. Cares a lot about the quality of the gameplay.




CASUAL GAMER


Plays a lot of mobile F2P games each week. They're competitive and love the rush of winning without taking it too seriously.




STARTING POINT

We'll begin with display advertising to establish a benchmark to build on.

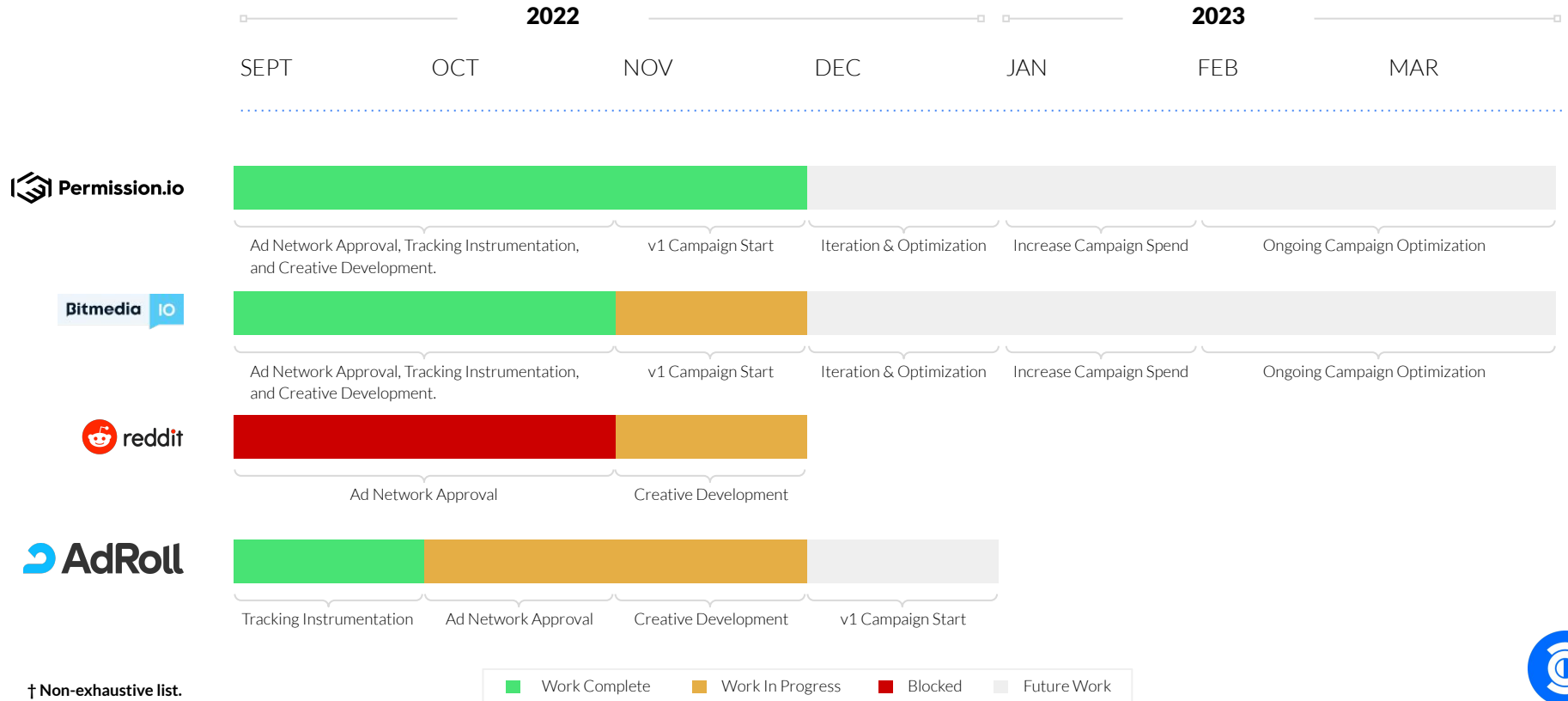
 **Cost:** our cost to acquire new players will be very high (est. >\$350) to begin with. As we iterate and optimize, this will come down.

 **Targeting:** we'll begin with web3 ad networks to go after crypto natives. This is the path of least resistance but has limited reach.

 **Scale:** as we remove onboarding friction, improve ad campaign efficiency, and reduce CAC we'll ramp up spend.



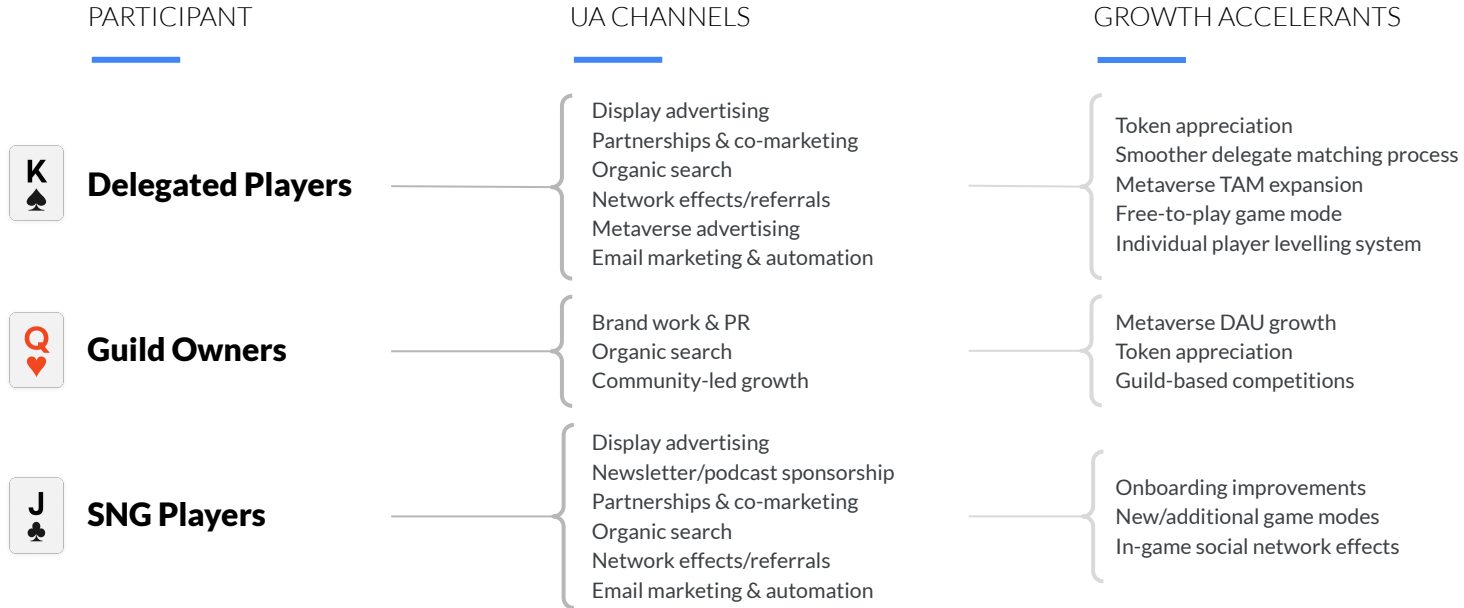
Ad network approvals remain a challenge but we're making progress.

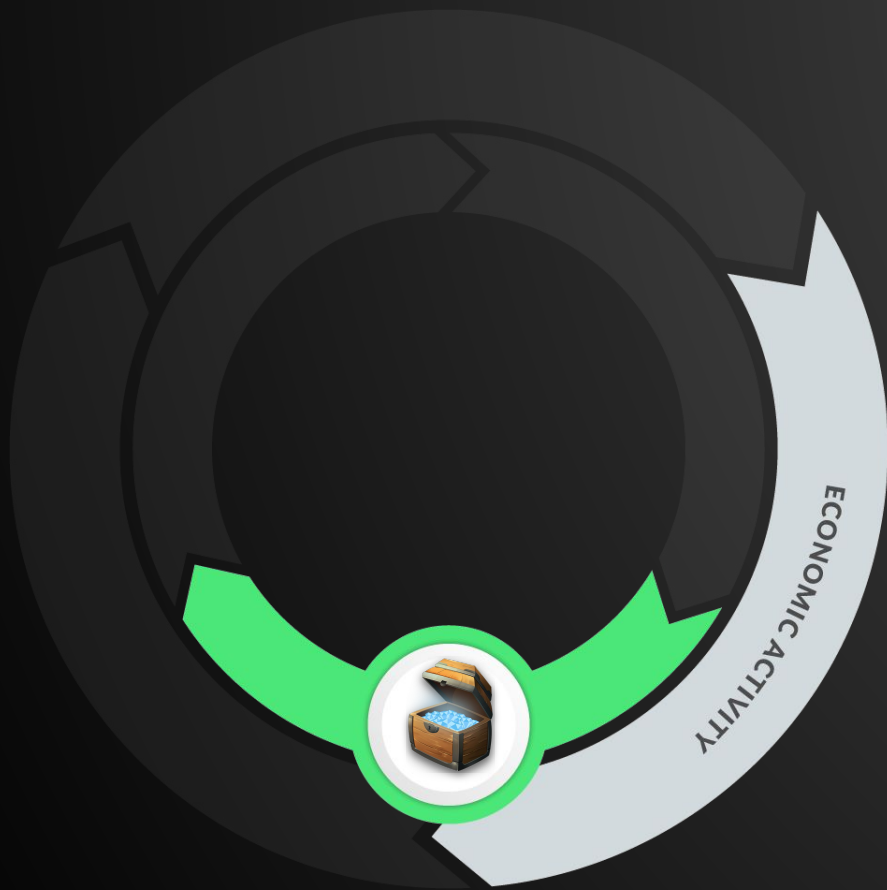


† Non-exhaustive list.



We will have a tailored growth strategy for acquiring each of our different ecosystem participants.





Getting players on a path to ownership leads to economic activity.

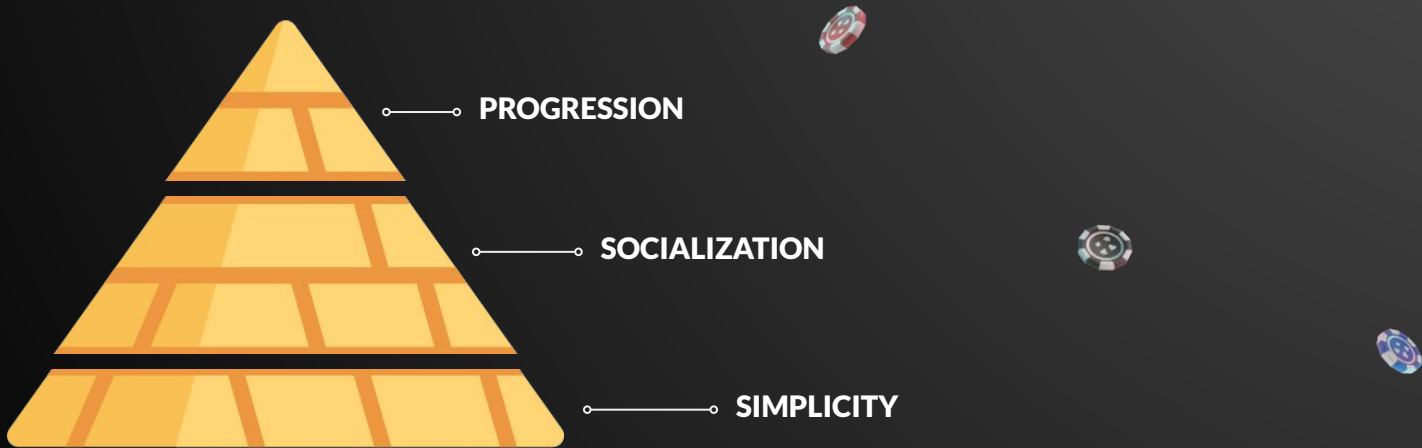
Owners contribute economic activity that sustains and balances the ecosystem, adding further force to the flywheel.



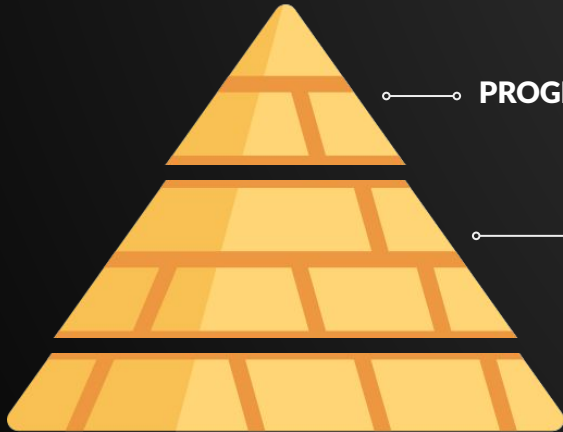
Product-led growth **will become an increasingly important lever for us to pull on.**



Building features that deliver against these three attributes will promote network effects and player retention.



Building features that deliver against these three pillars will promote network effects and player retention.



PROGRESSION

Provides the player with a sense of progress and accomplishment within the game, and a desire to continue.

SOCIALIZATION


Forms connections with other players during gameplay and cements a feeling of community.


SIMPLICITY


The feature doesn't complicate gameplay unnecessarily and in many cases, simplifies it.



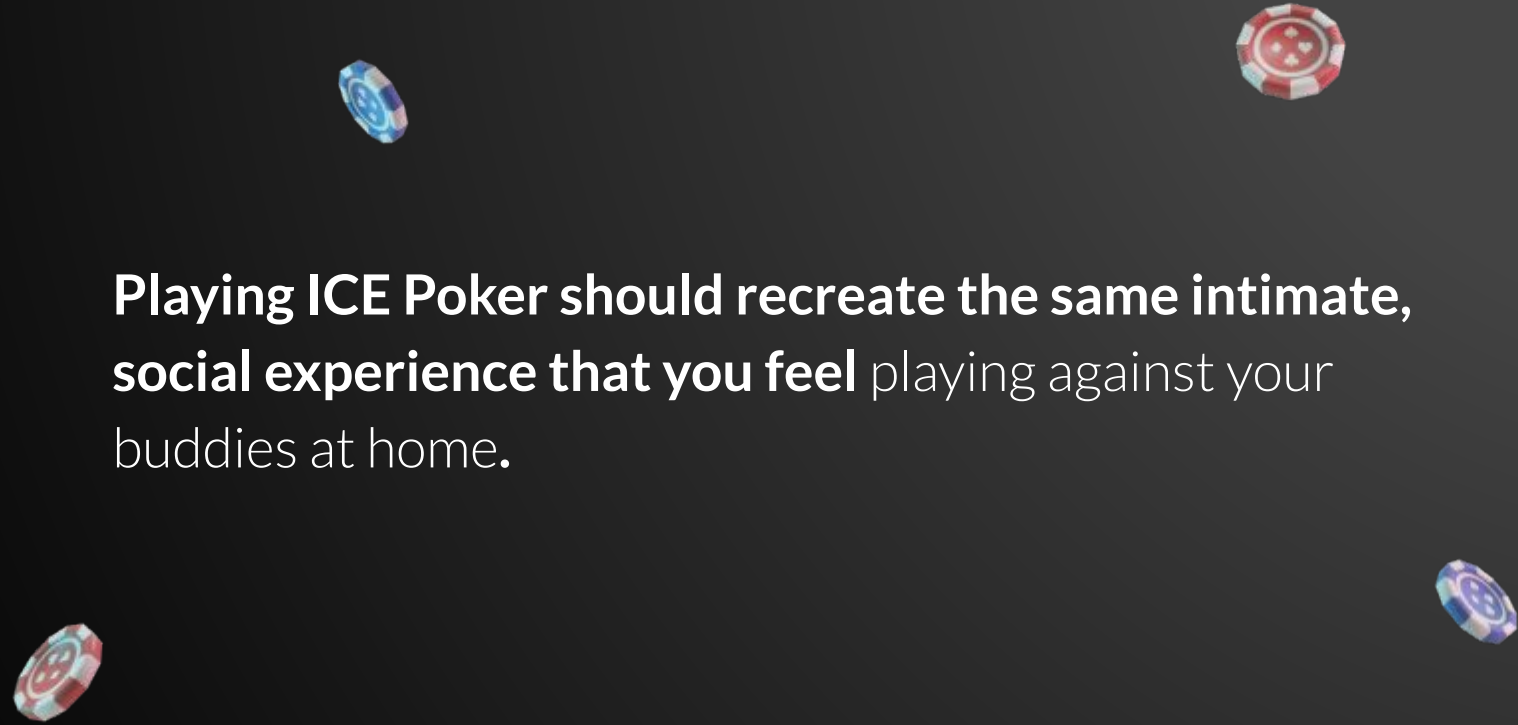
Emoji/text emotes are a perfect example of this kind of feature.

 **Progression:** players can gain access to premium emotes through gameplay unlocks.

 **Socialization:** players have a way to communicate with one another during gameplay.

 **Simplicity:** emotes can be accessed with a single click, following an established UX pattern.





**Playing ICE Poker should recreate the same intimate,
social experience that you feel** playing against your
buddies at home.





INVESTMENT AREA ²

Building a compelling brand story

Without a compelling story, Decentral Games is just another web3 protocol. We *must* stand out from the rest.



I think it's fair to say we need to do a better job with positioning and telling our brand story.

The Metaverse Casino That Wasn't

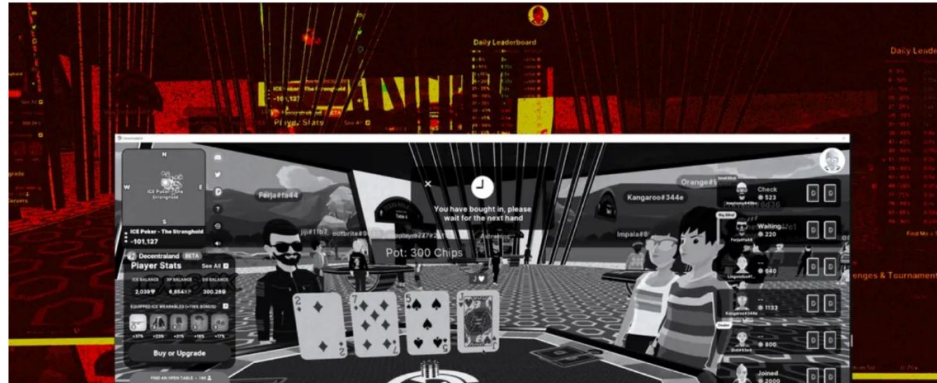
ICE Poker drives 60% of Decentraland's traffic. Is it a casino? More like a casino-that's-not-a-casino.



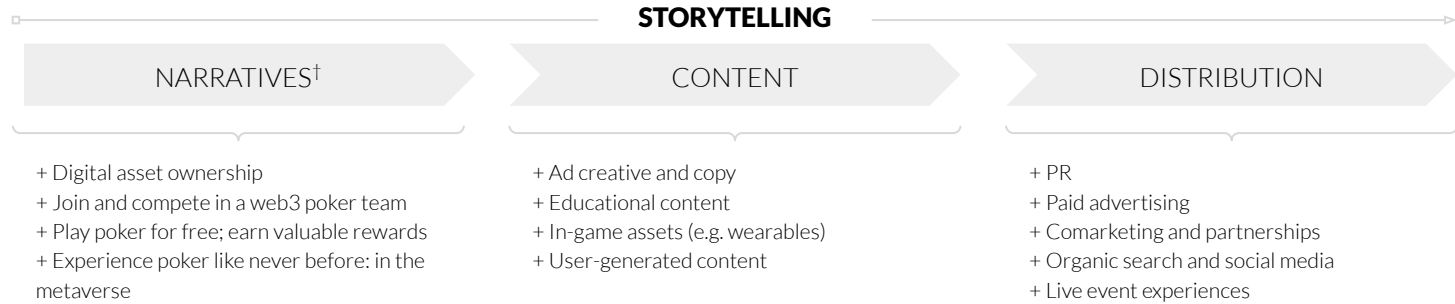
Jeff Wilser

CoinDesk

🕒 Aug 29, 2022 at 2:53 p.m. GMT Updated Aug 29, 2022 at 6:46 p.m. GMT 🔒 Layer 2



Storytelling will be at the heart of everything we do.





† Narratives are still a work in progress.



EDUCATION

Building an ICE Poker Academy will attract new users and grow our brand awareness.

 **Acquisition:** we can tap into the sizeable organic search demand for poker education while providing in a unique learning experience.

➔  **Onboarding:** as well as helping to improve the ability of our players (✓ retention) we'll create a funnel into our game.





PARTNERSHIPS

We'll continue to forge partnerships with complimentary brands.

Not only is this a low-cost way to drive new user growth, but we benefit from placing our brand alongside others respected in the space.



EVENTS

Live events give our community more ways to connect.

The metaverse provides a new social experience for the world. We're in a unique position to lead the way in metaverse adoption, bringing our community together and telling the story of Decentral Games in the process.





INVESTMENT AREA ³

Community growth & engagement

Governance participation and community advocacy needs to be rewarded for us to grow to the next level.





Active governance participation **promotes a healthy ecosystem.**

As more of our community participate in decision-making, we'll see an increase in advocacy and retention; all while living up to our ambitions as a decentralized autonomous organization.

The community is our greatest asset. **Their loyalty and advocacy must be encouraged and rewarded.**



QUESTS

Offering bounties for the completion of simple quests will encourage behavior that results in growth.



REFERRAL PROGRAM

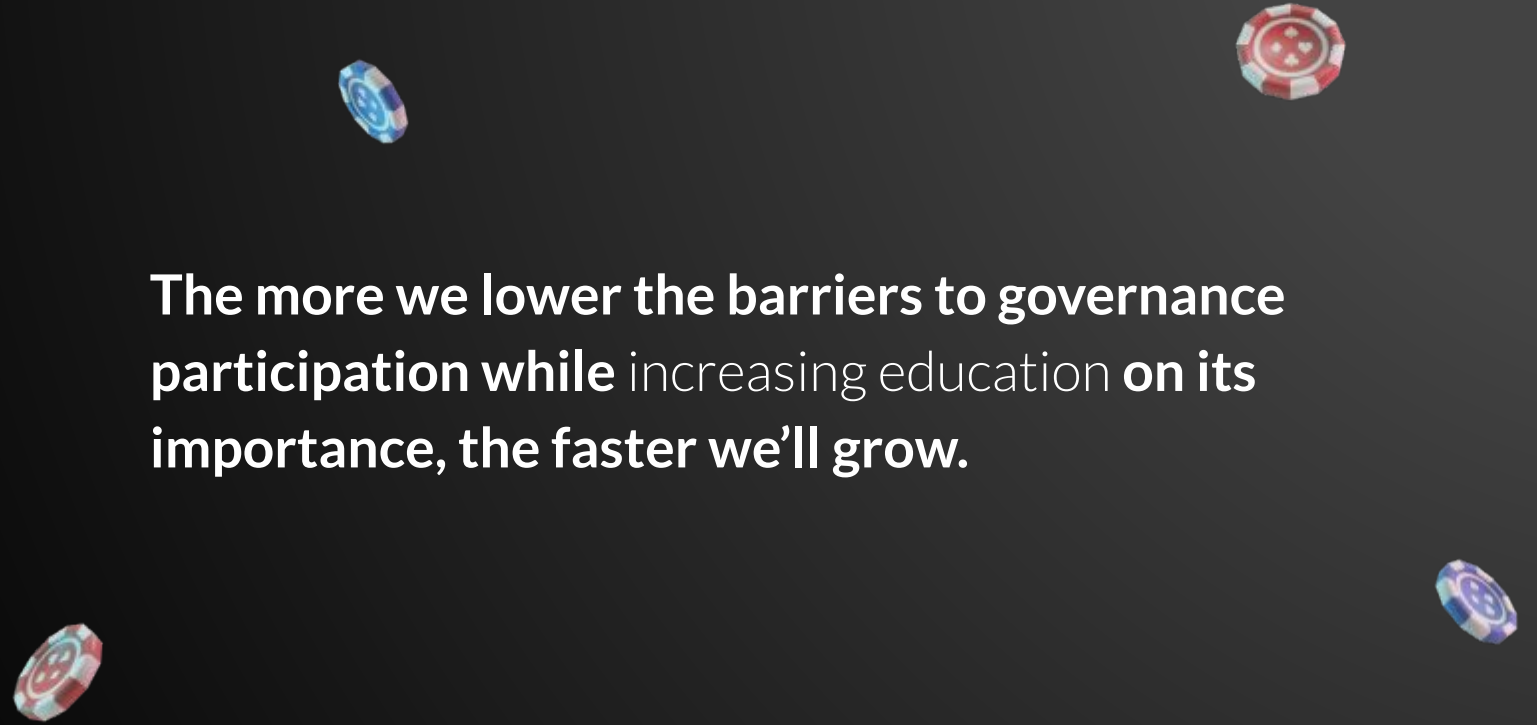
We'll explore implementing a referral program to reward the community for onboarding new players.



EXCLUSIVITY

Our most devoted cohort of users is our crown & scepter holders. They need more exclusive benefits.





The more we lower the barriers to governance participation while increasing education on its importance, the faster we'll grow.





Here's how we'll measure the impact of our work across each of our three investment areas.†

OBJECTIVE	SUCCESS METRIC(S)	REPORTING CADENCE
User Acquisition	First Time User Experience (FTUE) Conversion Rate, Cost per Acquisition (CPA), Daily Active Users (DAUs).	Monthly
User Retention	Day 1 Retention (D1), Day 7 Retention (D7), Day 30 Retention (D30).	Monthly
Brand Awareness	Branded Search Volume, PR Coverage Volume.	Quarterly
Governance Participation	xDG Holder Voting Rate, Community-Submitted Proposals.	Quarterly

† There will be many additional leading indicator metrics that we track but the list above will be our primary KPIs.



A REMINDER OF THE MISSION

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