

# SALSA VALLEY

Merging Web2 & Web3 in  
an immersive GameFi &  
Entertainment ecosystem  
of complimentary products





# WHAT IS SALSA VALLEY?



Crypto Cartoon Series

2021



Crypto Board Game

2024



Cook2Earn Game

2024



Shill2Earn Game

2024



Metaverse

2025



Full-Length Cartoon

2026

## It's more than a game!

Imagine Silicon Valley, but in the virtual world of crypto

It's a unique cryptoworld, based on the «Salsa Valley Stories»

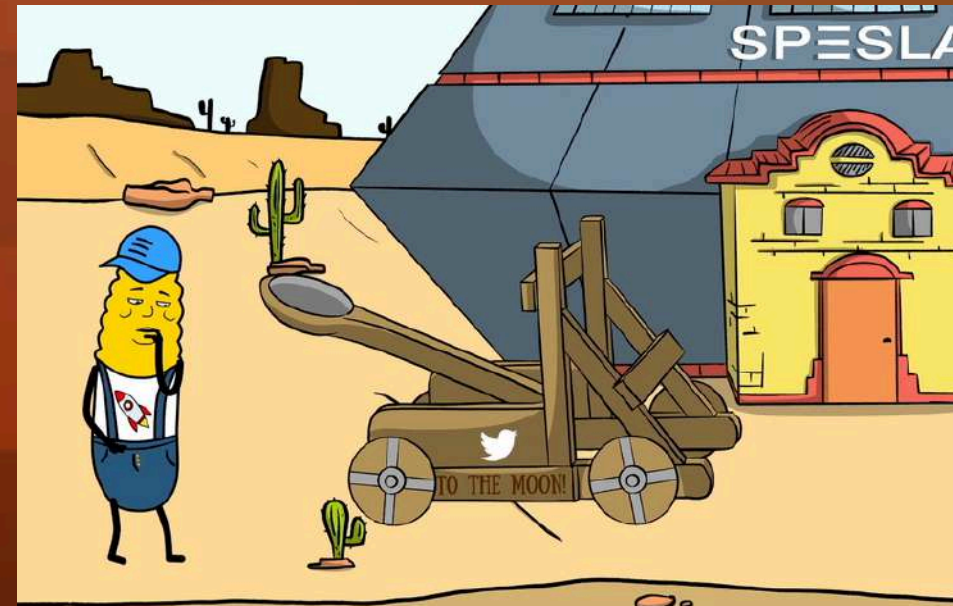
Create your own cryptohistory and earn in our meme crypto cartoon series, crypto board game, Cook&Earn & Shill&Earn mobile games and Mooniverse!

Powered by Network Effect, dynamic NFT and \$SALSA Token





# 1. SALSA VALLEY STORIES



Cartoon series, where  
cryptocurrency comes alive



2021

2024

2025

2026



## 2. CRYPTO BOARD GAME



DEX  
wallets



CZ  
Land

2021



Game  
money



Bitcoin  
Volcano

2024

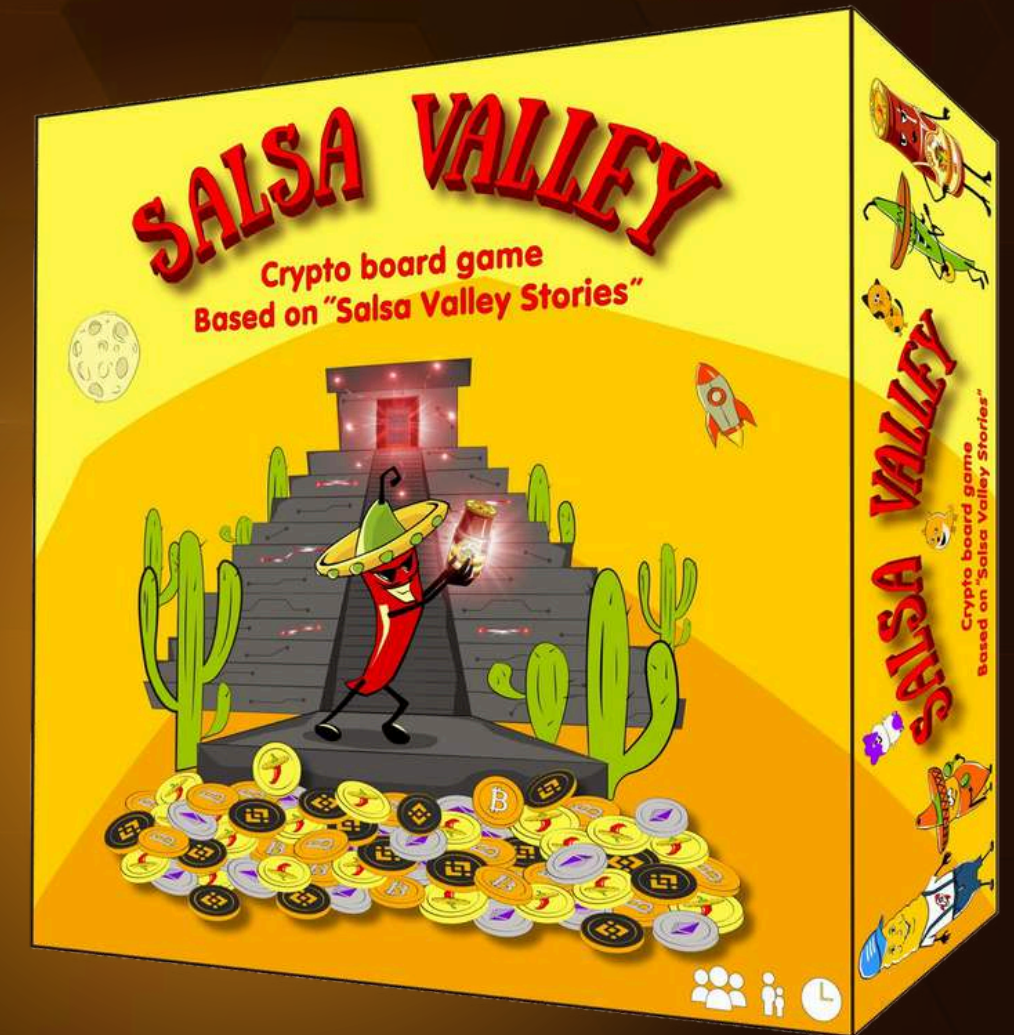


Meme  
strategy roles



NFT and  
News cards

2025



2026



### 3. COOK&EARN GAME



Get  
vegetables



Grow  
bushes



Make up  
recipes



Create  
sauce



Mint  
NFT



Earn  
\$SALSA



2021

2024

2025

2026



## 4. SHILL&EARN GAME



Choose a  
rocket



Use NFT  
as a fuel



Launch your  
rocket



Earn  
\$SALSA



2021

2024

2025

2026



# 5. MOONIVERSE



A New Era of SocialFi

2021

2024

2025

2026



## 6.FULL-LENGTH CARTOON



"The Legend of the 4 Vegetables"(working title)

2021

2024

2025

2026





## Costly user engagement



Attracting and retaining audiences, and maintaining product interest long-term is tough and expensive for projects teams

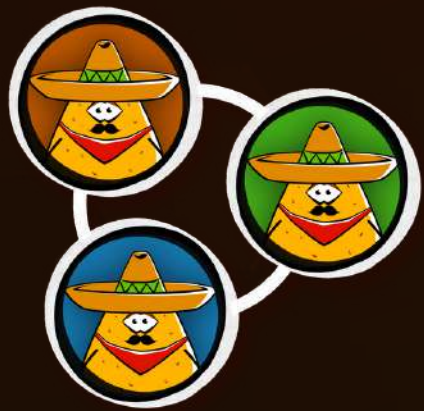
## Most play for airdrops



Just few crypto users really play Web3 games or use products, despite users' interest in gamified interactions and revenue

# PROBLEMS

## Multi-accounts



Users create multi-accounts for unfair advantages in economies, rare items and harming ecosystem integrity

## Ad-blocks



With 42.7% using ad blockers, a significant part of the potential audience misses targeted ads, affecting project reach



## Low-cost ad channels



Our brand new marketing products serve as tools for interactive engagement, spending, and collaboration, promoted through food and board game bloggers

## Web2 players enjoy fun



By providing Web2 users an easy entertainment ecosystem with earning potential, we'll transition a large audience into the crypto sphere

# SOLUTIONS

## Profile efficiency



It is cost-effective for users to grow their profile and benefit from it across whole ecosystem, rather than constantly creating numerous new profiles

## Integrated engagement



Creating lasting connections with users by seamlessly embedding brands in our ecosystem products: cartoons, board games, P2E games & the Metaverse



# B2B PLATFORM FEATURES

For Web3 projects



## ▶ Web2 users

Tap into Web2 users, amplifying reach and driving growth

## ▶ Low-cost leads

Discover new customers inexpensively, efficiently expanding your user base

## ▶ Brand awareness

Elevate brand in crypto and gaming, building trust and recognition with potential users

## ▶ Long-term interaction

Nurture lasting engagement and loyalty as users discover through our integration



# B2C PLATFORM FEATURES

For users

## ► Membership & Engagement

Tap into Web2 users, amplifying reach and driving growth

## ► Entertainment & Learning

Exploring a world of fun activities with immersive gamified learning experience

## ► Earn

Get rewards, tokens through participation and contributions to the Salsa Valley

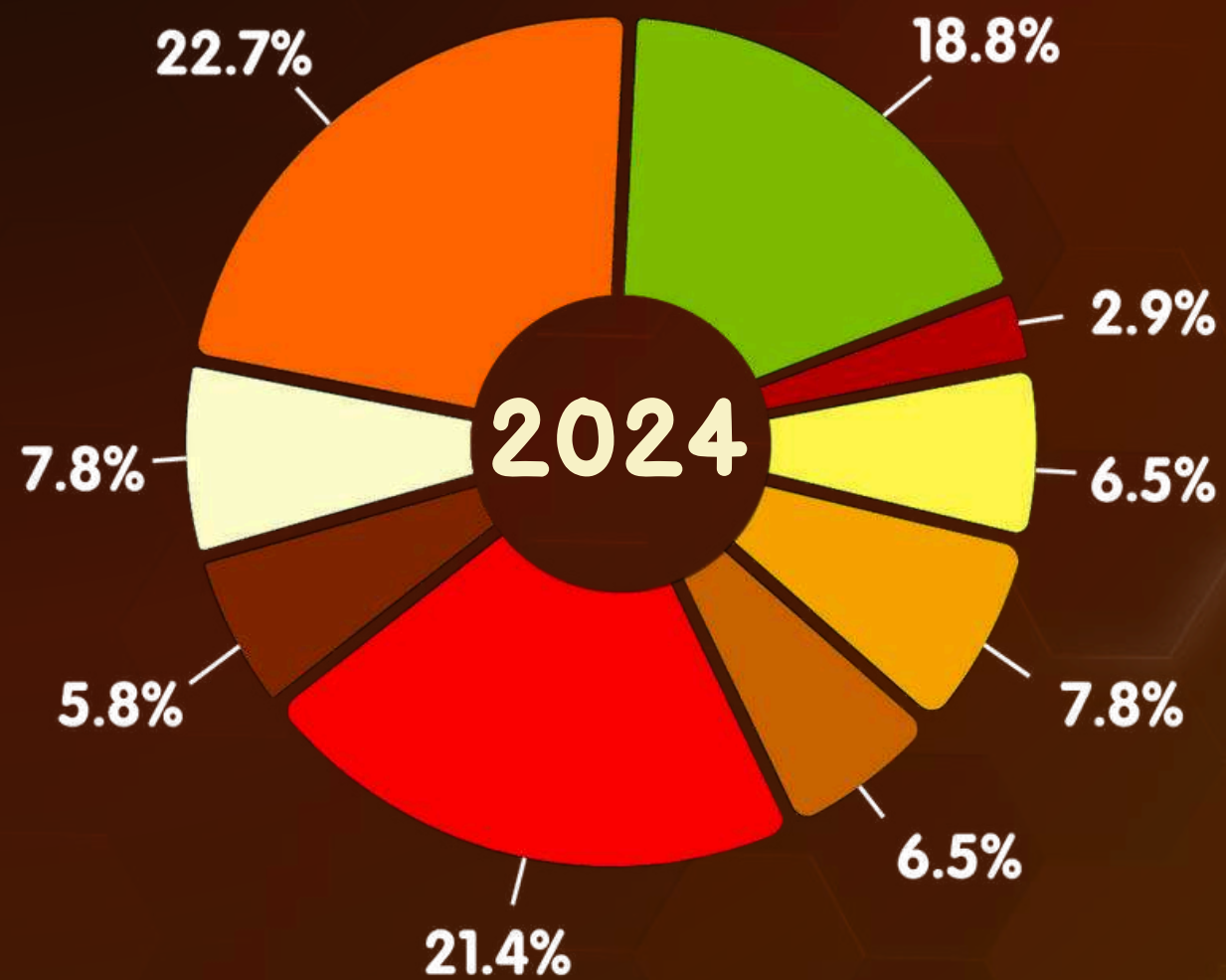
## ► Easy Entrance into Web3

Join cryptoworld through the user-friendly global gateway with a one-click entry point.



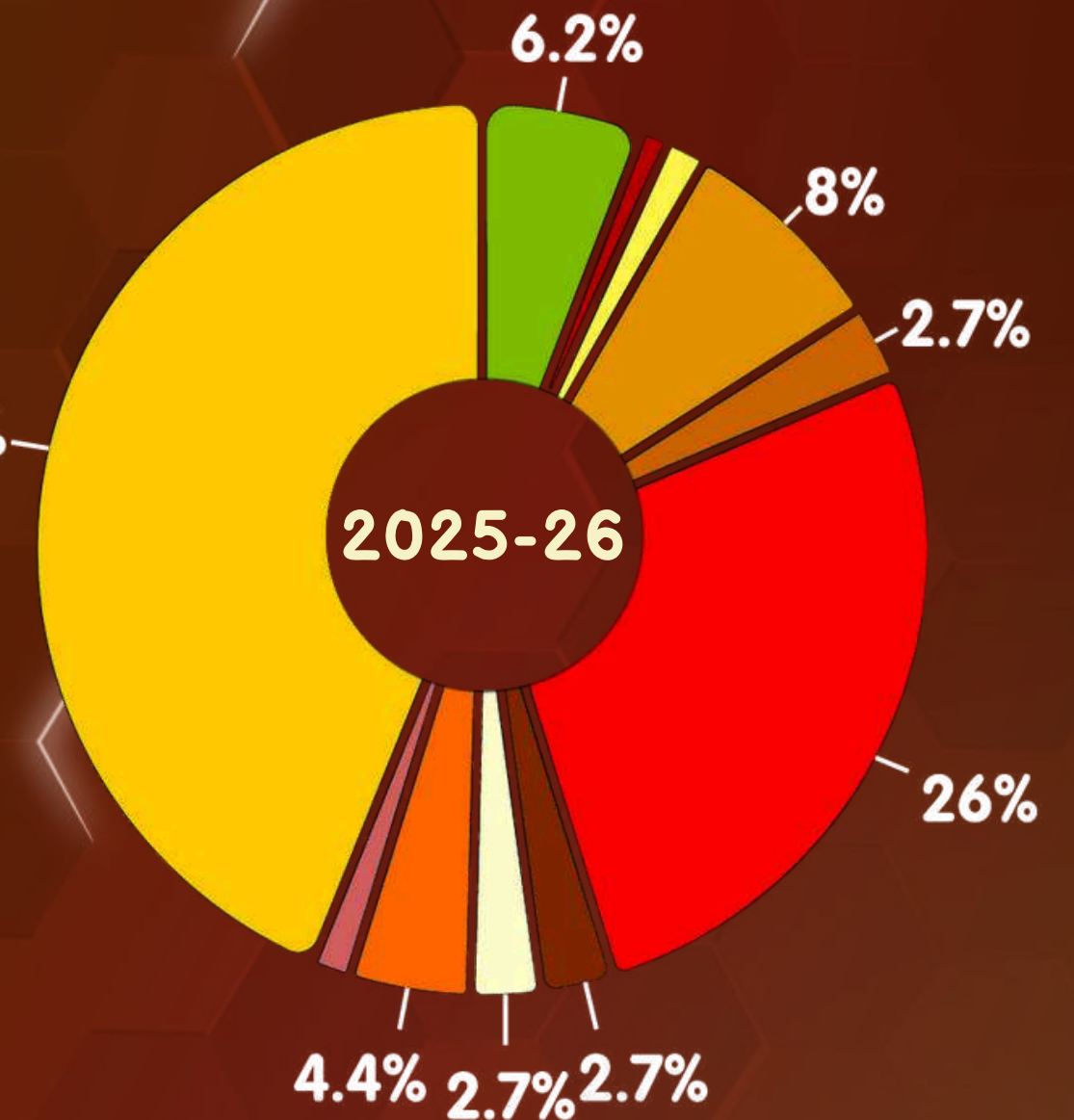


# BUSINESS REVENUE MODEL



**B2B - 28%;  
B2C - 72%**

- Cartoon integration sponsorship packs
- Board game integration sponsorship packs
- P2E games commercials
- Web3 in-games fees
- Web2 games assets
- NFT P2E games assets
- Secondary market sales fees
- Subscriptions
- Board game sales
- NFT estate in the Metaverse
- Full-length cartoon worldwide distribution



**B2B - 9%; B2C - 47%;  
Other - 44%**

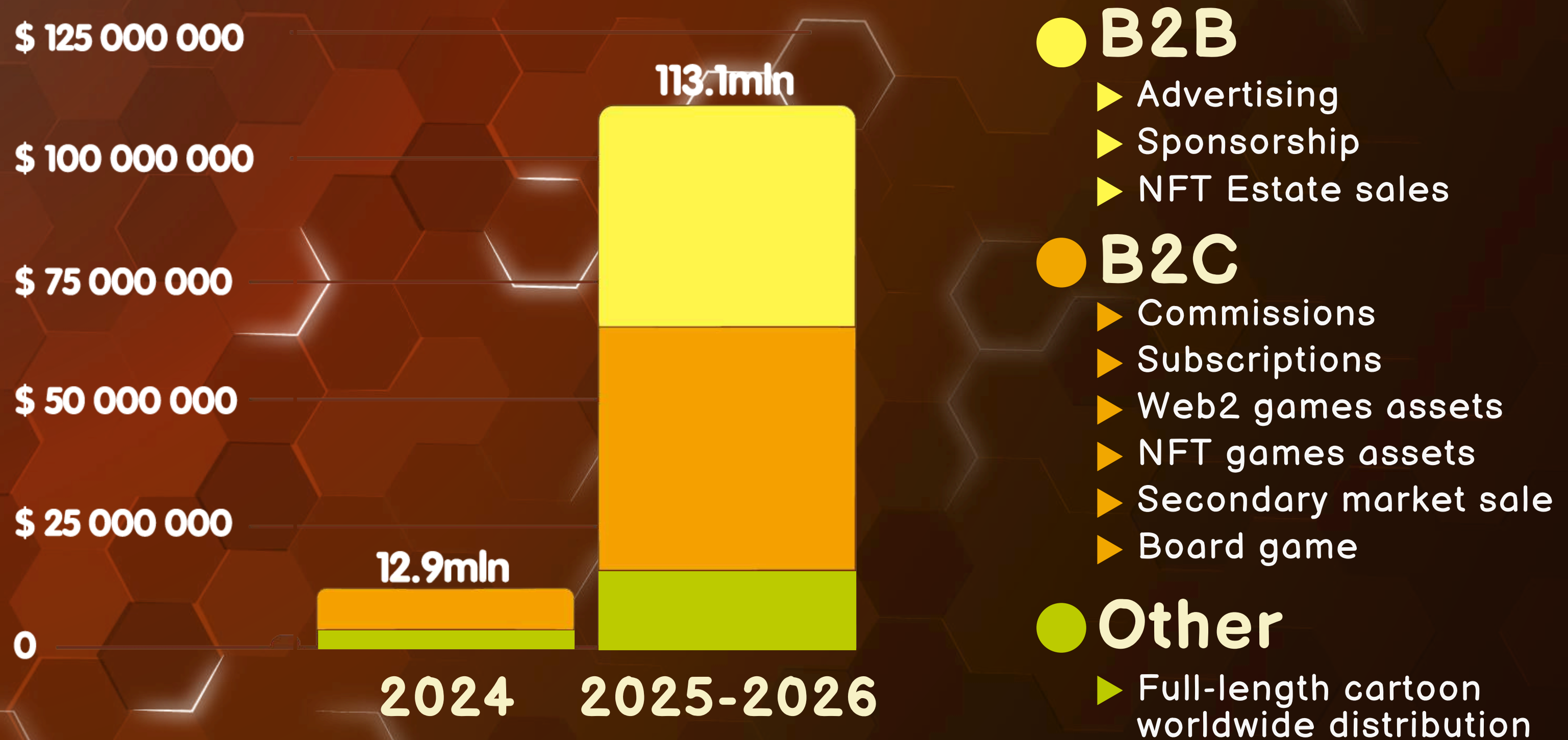


# WHO DRIVES THE NETWORK EFFECT IN GAME INDUSTRY

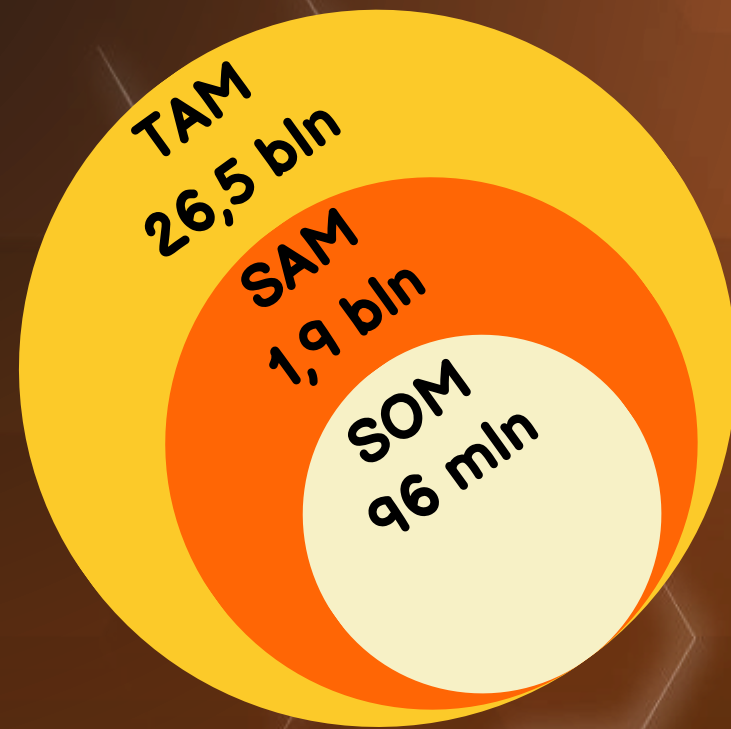




# PROJECTED REVENUE





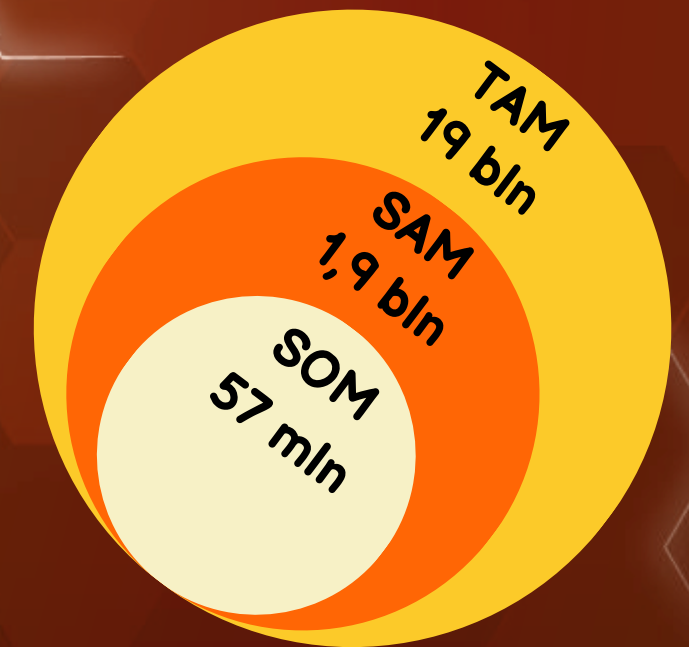


## GameFi

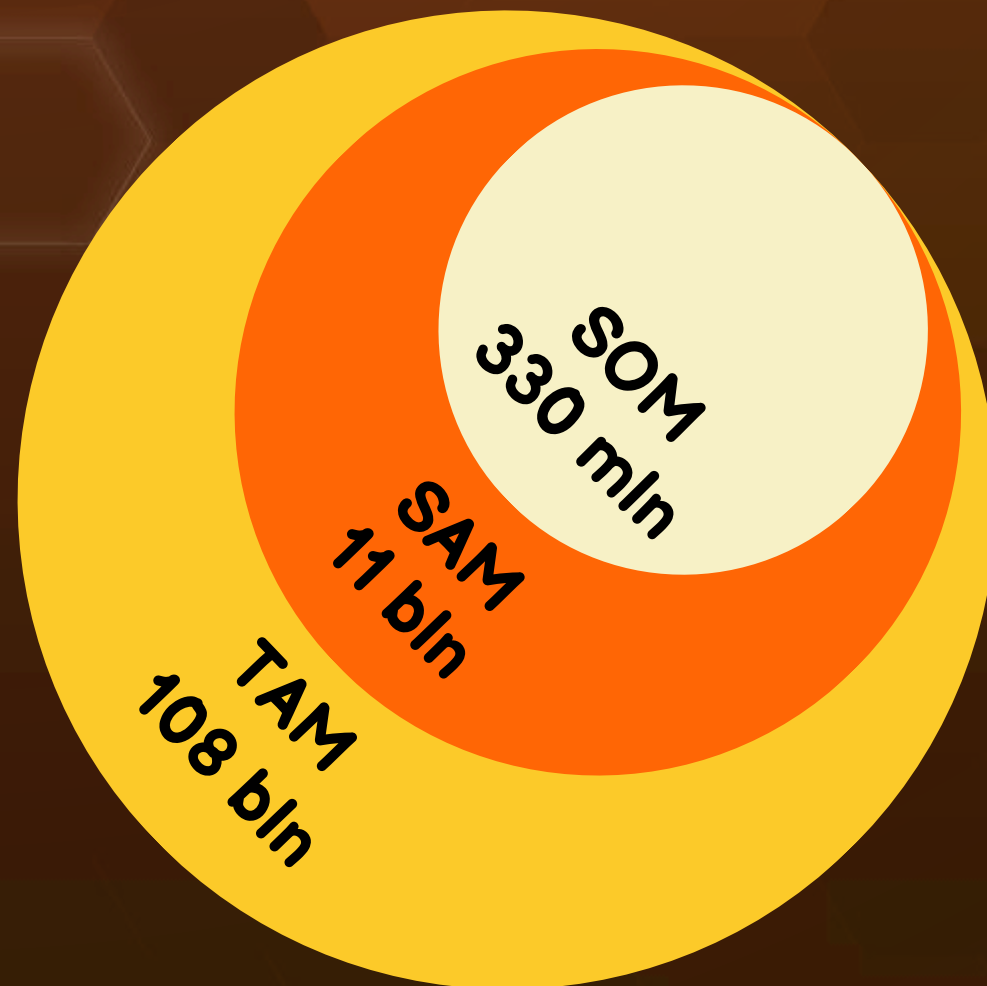
Audience:  
Crypto Enthusiasts, NFT  
Collectors (P2E, Blockchain  
& crypto-themed games,  
Digital Art Puzzles)

## Board games

Audience:  
Geeks, friends & families,  
crypto brands lovers  
(Monopoly, Eurogames: Cash  
Flow. Terraforming Mars)



**MARKET SIZE:**  
**4 IN 1**

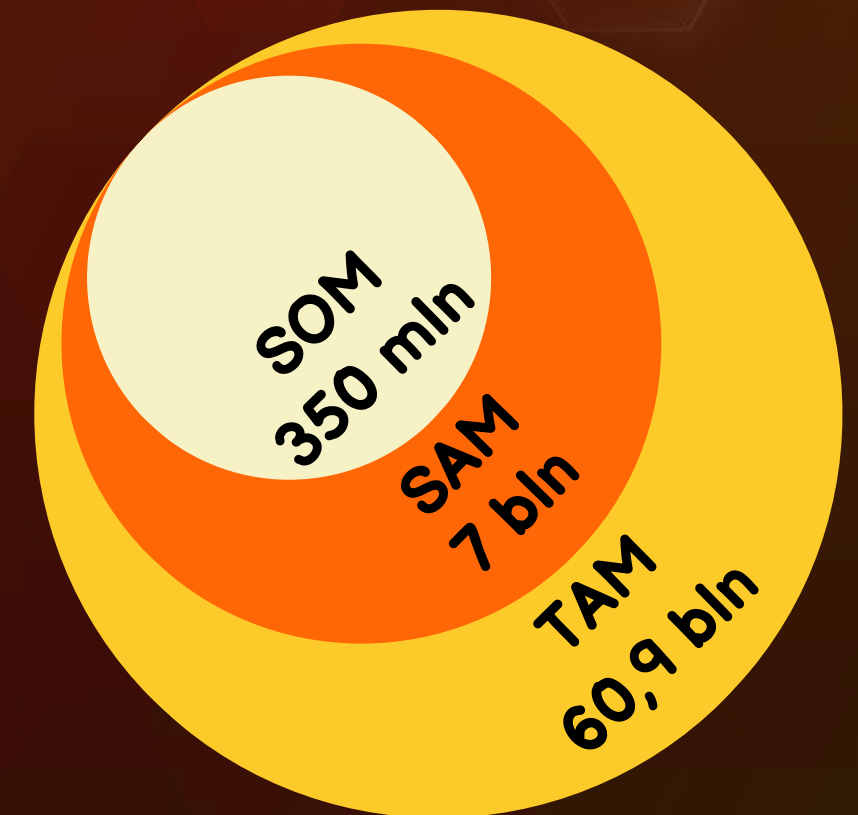


## Mobile games

Audience:  
Casual gamers (such as  
Match-Three game, Farm  
Simulation) and Gambling  
Apps users

## Meme Tokens

Audience:  
Crypto Enthusiasts, degens,  
gem hunters, meme lovers  
(Shiba, Doge, Ponke, Pundu,  
etc)





# OUR TRACTION

► 44k+ followers

► \$40k NFT sales revenue

► Cartoons AVD: 79-93%  
(Up to 1649%)

► MDP Board Game: 20+  
Players, 2-4 Hrs Weekly



CAFE

Own 100-person offline  
event in San Francisco



Booth at the NFT  
Expoverse in Los Angeles



Booth at the Miami  
NFT Week Expo



# OUR ACHIEVEMENTS



Startup of The Year in Miami 2023



People's Choice Award



4th place among 64 at the  
BSC GameFi Hackathon



3rd of 26 at the Top of  
Oasis Aelf Hackathon



1st place in the JGN  
NFT contest



# OUR PARTNERSHIPS





# SALSA TOKEN UTILITY

\$SALSA is a native token that powers the entire Salsa Valley ecosystem



## P2E economy

Usability in P2E gameplays, rewards for content creators, subscriptions, tournaments entry, Metaverse transactions



## Payments

Ability to pay for purchases in partner restaurants, buy board-game, NFTs and pay for (news portal) ads



## Voting rights

Ability in voting for project important changes, cartoon scenarios, characters and the Metaverse, and earn rewards



# SALSA TOKEN KEY FEATURES



## Anti-Dump system

Rejecting transactions  
>0.01% total supply to  
prevent abrupt pump/dump



## Auto LP Funding

4% fee boosts Liquidity  
Pool, benefiting \$SALSA  
holders long-term



## RFI Static Rewards

4% fee goes to all \$SALSA  
holders, including burn  
address for deflation



# TOKENOMICS

FDV: \$25M

IMC: \$915K

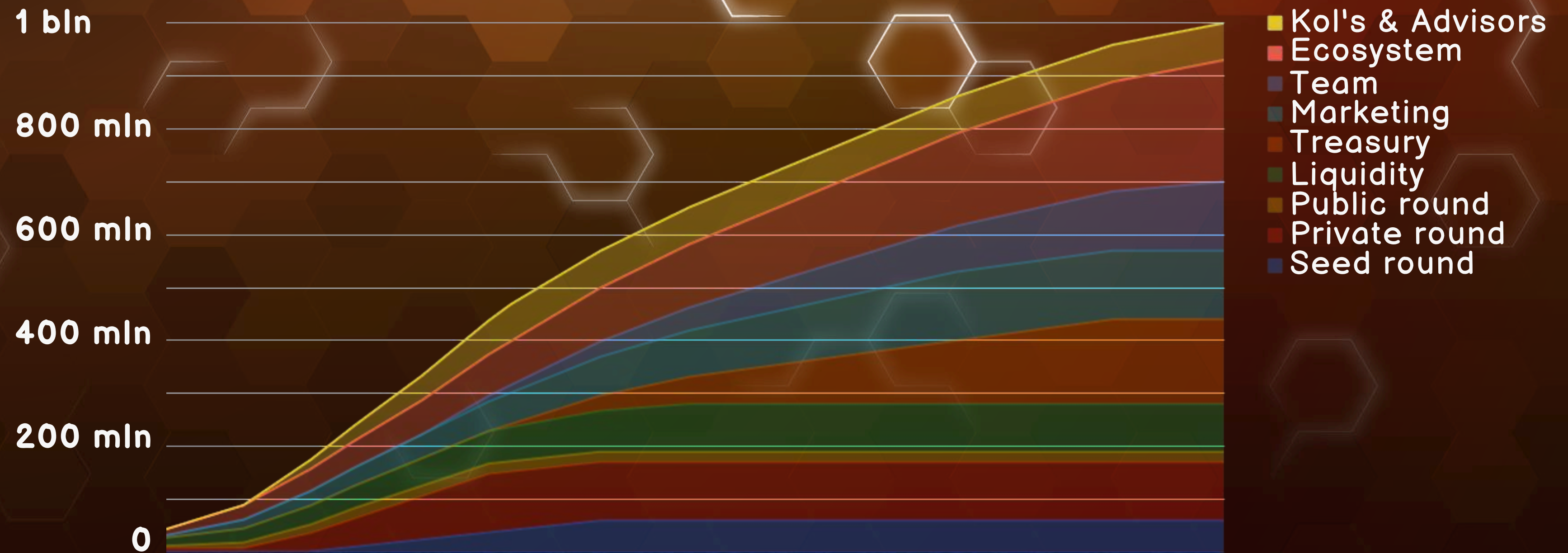
IMC without Liq: \$577K

Investor control: 19%

Pool	%	\$SALSA		% TGE	Cliff	Vesting
Seed Round	5%	50,000,000		3%	7	13
Private Round	12%	120,000,000		5%	4	11
Public Round	2%	20,000,000		20%	0	9
Liquidity	9%	90,000,000		15%	0	24
Treasury	16%	160,000,000		0%	15	28
Marketing	13%	130,000,000		2%	0	36
Team	13%	130,000,000		0%	12	36
Ecosystem	23%	230,000,000		4%	0	48
Kol's & Advisors	7%	70,000,000		0%	4	12
Total	100%	1,000,000,000				



# CUMULATIVE VESTING DIAGRAM





# GO-TO-MARKET STRATEGY



- ▶ Partner Web3 projects
- ▶ Social medias

2023



- ▶ Partner Web3 projects
- ▶ Board game add-ons
- ▶ Food bloggers

2024

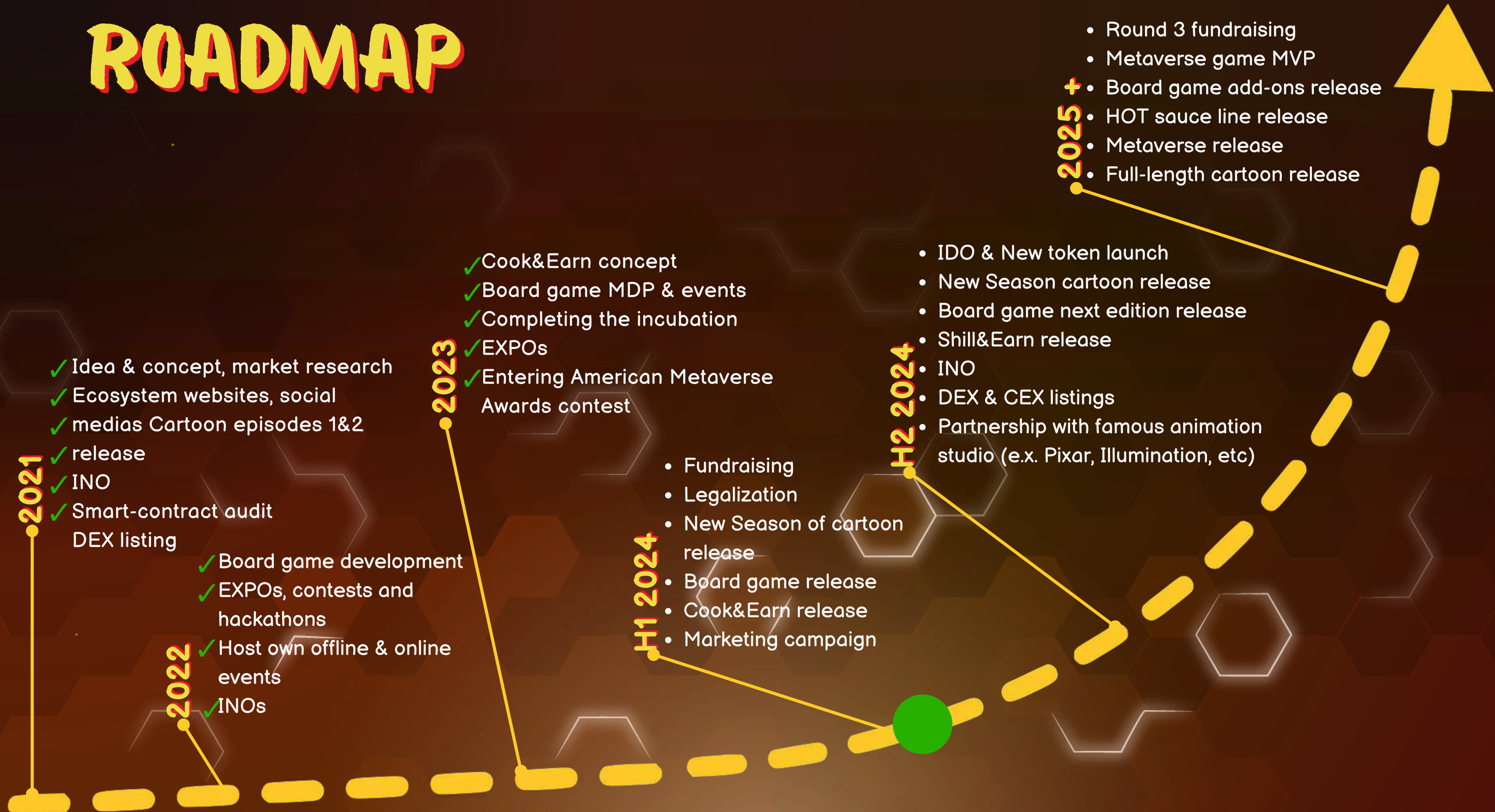


- ▶ Partner Web3 projects
- ▶ Full-length cartoon
- ▶ Latin cuisine restaurants

2025-2026



# ROADMAP





# TEAM



**Alex Kytniukh**  
Co-Founder



24 years of entrepreneurial experience & \$5m+ revenue generation, including large food production. Founder of the escape rooms network. In crypto since 2017. Co-Founder of "Brandgeneration" company. Co-Founder of the b2b crypto integration service agency "Crypto-Sell".



**Yulia Mazura**  
Co-Founder



9 years of experience as a financier & individual investor, cryptoenthusiast since 2015. Member of top-100 experts of Stanford AI & Web3 on-chain lab. Co-Founder of the "Brandgeneration" company. Co-Founder of the b2b crypto integration service agency "Crypto-Sell".



**Olena Mazura**  
CBO

25 years of entrepreneurship & \$10m+ revenue generation experience. 16 yr in digital marketing. 27 yr in management & finance. Co-Founder of HealthTech & "DIGIAGEE" AI startups and "Brandgeneration". Founder of "OLkTE GROUP LTD".



**Vitalii Bryzhan**  
Head of Web3 products

Boeing Mid-Level Manufacturing Engineer. Computer games development tutor for children.



**Kenneth Berey**

Web3 marketing & sales strategist. CEO & founder of ConnectWeb3 Philippines, the 1st licensed Web3/BPO outsourcing company in the Philippines. Experienced in 250+ Web3 projects. Speaker at intern. marketing & brand awareness Web3 events.

## ADVISORS



The world's leading investment fund, blockchain startup advisor and market maker.

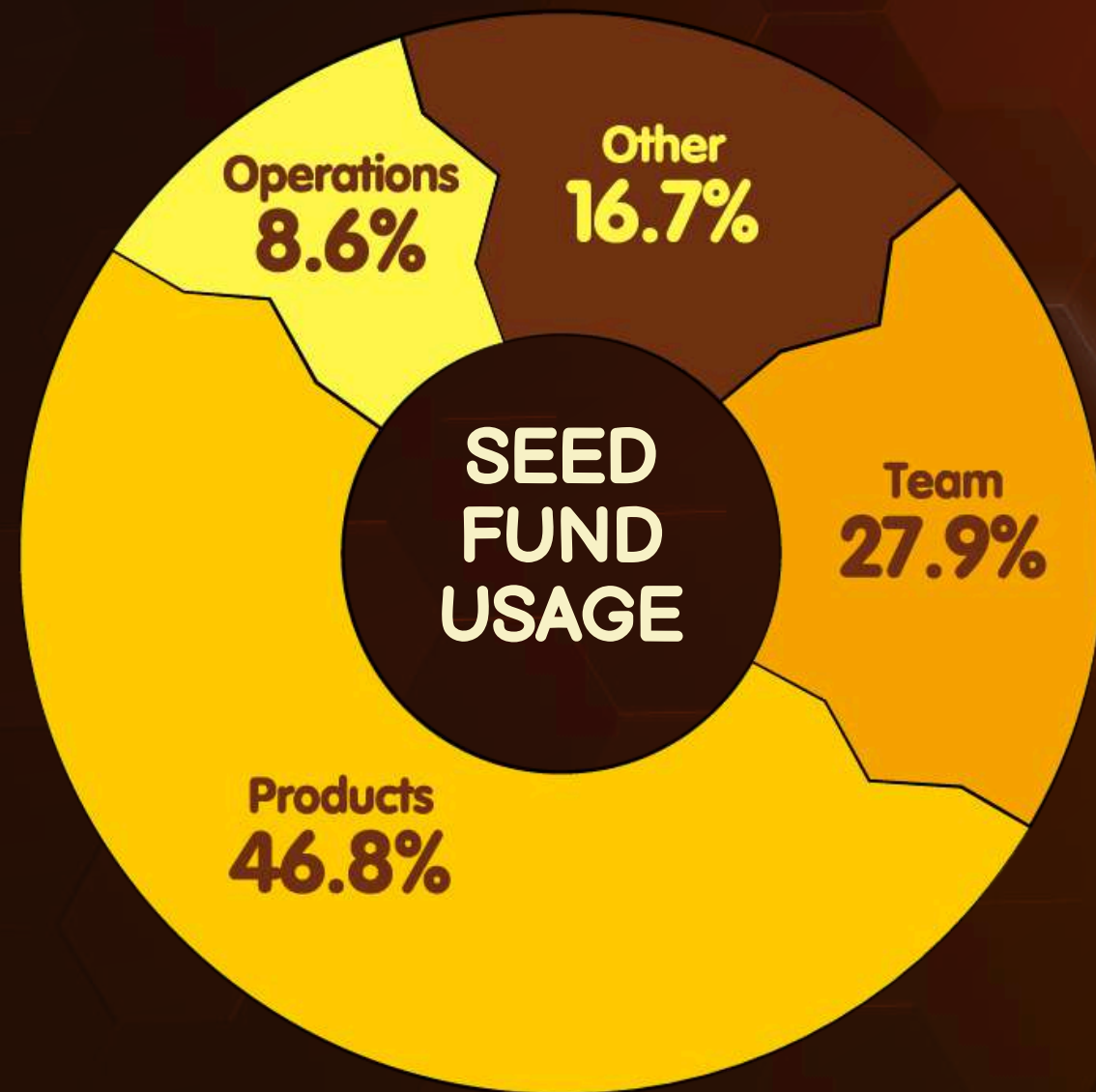


Game development company. Web3 8+ years on market. 100+ games released.



# THE ASK

"First come, first served"



**SEED \$600 000.**

Readiness:  
Cartoon - 1 season  
Board Game - MDP  
Mobile Games - Concept  
Community is small

**PRIVATE**

Readiness:  
Cartoon - 2 season  
Board Game - Done  
Cook&Earn Game - Done  
Community is large

**PUBLIC**

Readiness:  
Cartoon - 3 season  
Board Game Add-on - Done  
Shill&Earn Game - Done  
Community is extra large





# GET FUN & BE PEPPER!

 [salsavalley.com](https://salsavalley.com)

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 @SalsaValley

For investment and  
partnership opportunities:

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 @julisvp

**BOOK A CALL**

