

SALSA VALLEY

Merging Web2 & Web3 in an immersive
GameFi & Entertainment ecosystem

WHAT IS SALSA VALLEY?

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, Cook2Earn & Shill2Earn games, and Mooniverse.

Powered by \$SALSA Token



WHAT IS COOK-2-EARN GAME?

Designed for casual mobile gamers and crypto enthusiasts alike

It's a fast-paced, free-to-play Web2&Web3 game where players:

- ▶ Grow, harvest, and cook sauce,
- ▶ Mint, boost dynamic NFT avatars & game assets
- ▶ Involved in daily engagements and rewards
- ▶ Earn with crypto-based monetization options.



Costly user engagement



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

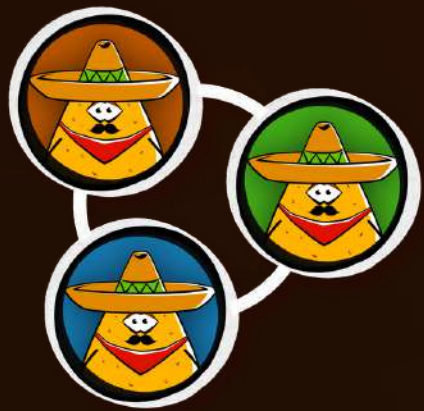
Most play for airdrops



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 gamified learning experience

► Earn

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

► Like-minded community

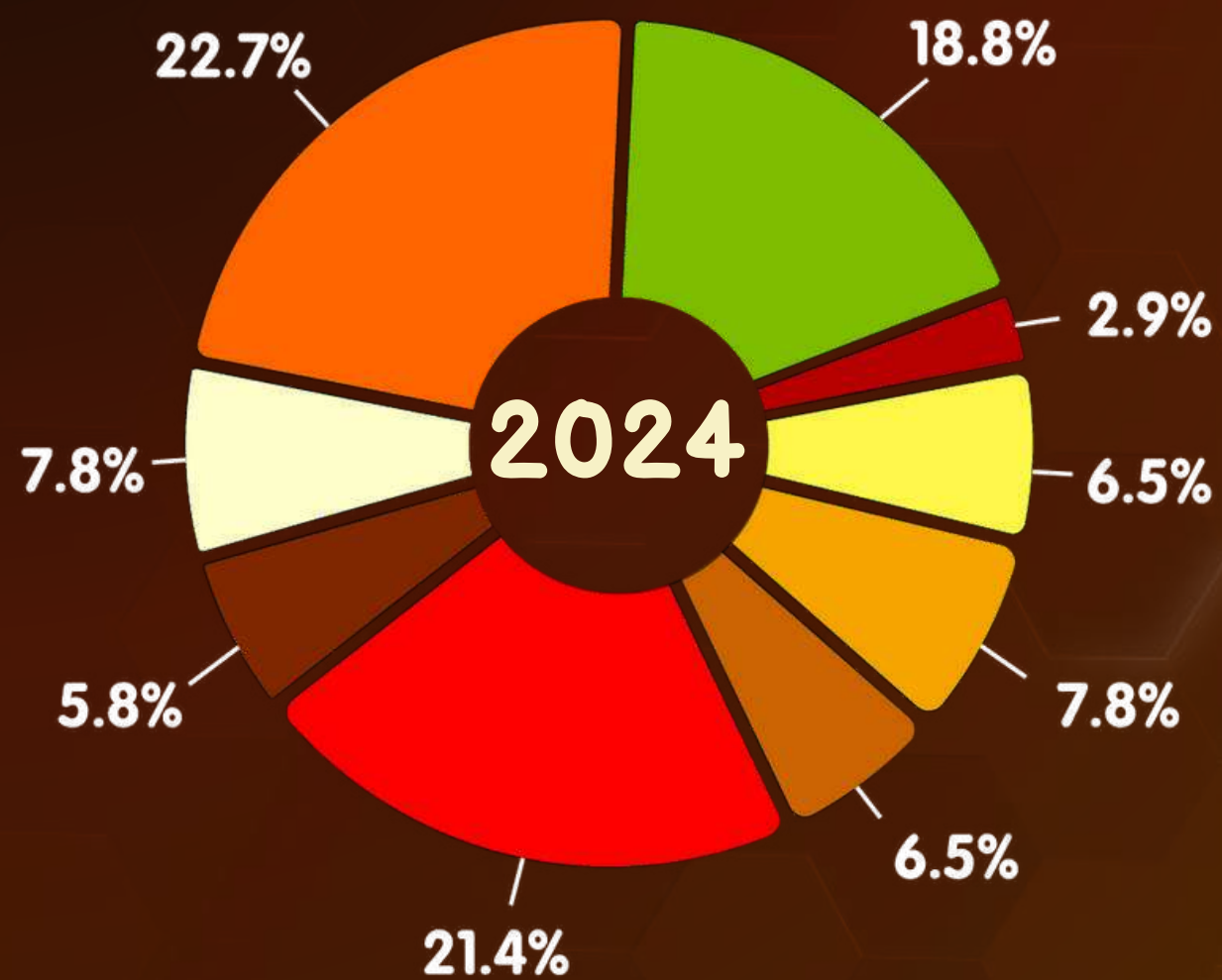
Connect with people who share their interests



COMPETITIVE ANALYSIS

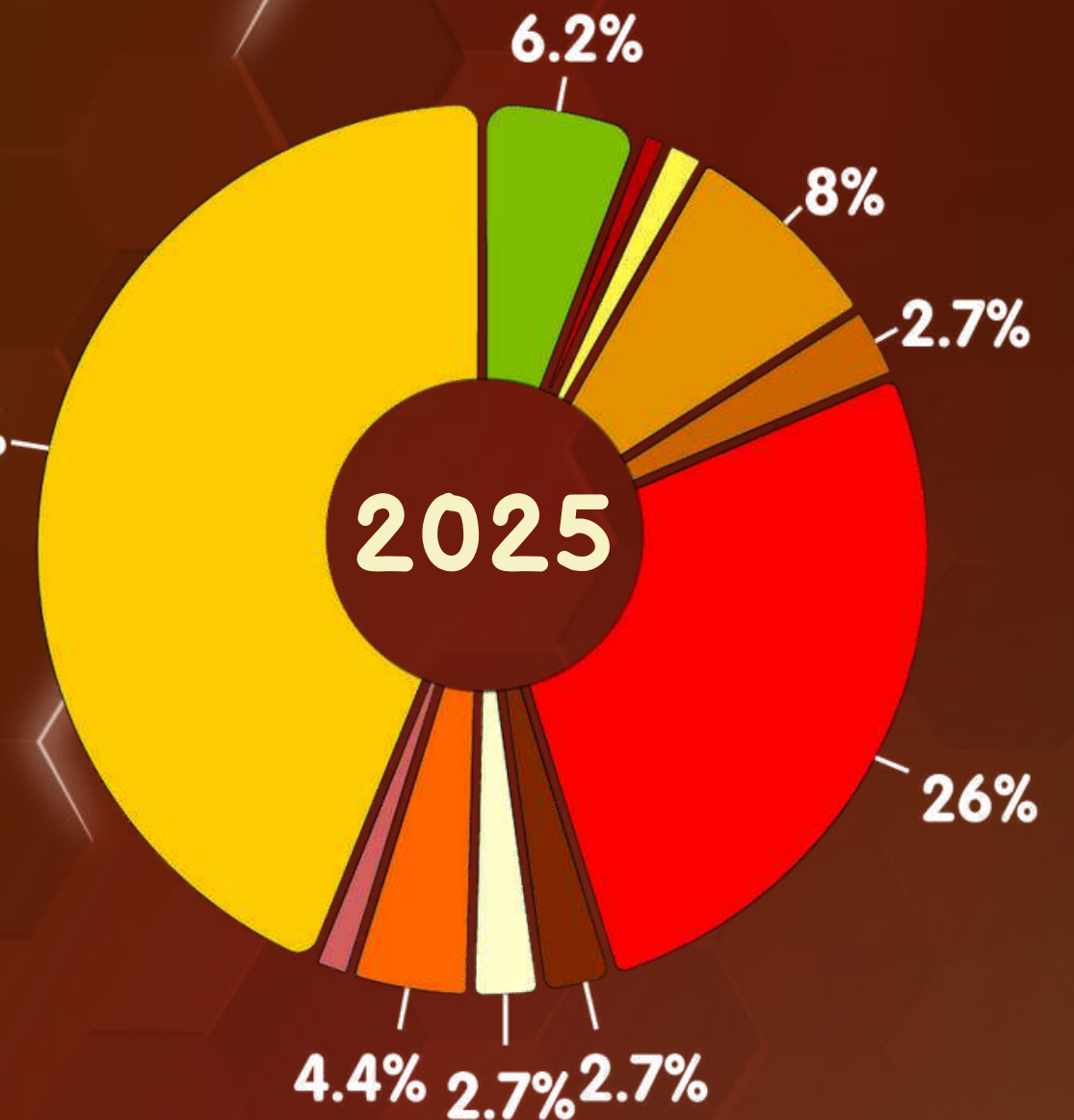
| Cook2Earn game competitors | Gamified Learning Experience | Play-To-Earn | Chainlinked NFT Economy | High Scalability | Audience Size Potential |
|----------------------------|------------------------------|-----------------------------|-------------------------|--------------------|---------------------------------|
| Salsa Valley | ✓ | NFT/Crypto | ✓ | ✓ | Strong |
| Benji Bananas | ✗ | NFT | ✗ | ✗ | Weak |
| Dogami | ✗ | NFT/Crypto | ✗ | ✗ | Weak |
| Shiba Eternity | ✗ | Crypto | ✗ | ✓ | Weak |
| Lucky Farmer | ✗ | Crypto | ✗ | ✓ | Weak |
| LULU Market | ✗ | NFT/Crypto | ✗ | ✗ | Weak |
| Metaverse competitors | | Community Incentives System | Multi-chain | Low Entry Barriers | NFTs Backed by Real World Value |
| Salsa Valley | ✓ | Strong | ✓ | ✓ | ✓ |
| OneRare | ✓ | Medium | ✗ | ✓ | ✓ |
| Defi Land | ✗ | Medium | ✓ | ✗ | ✗ |
| The SandBox | ✗ | Strong | ✓ | ✓ | ✗ |
| Sunflower Land | ✓ | Strong | ✗ | ✓ | ✗ |
| Alien Worlds | ✗ | Strong | ✗ | ✗ | ✗ |

BUSINESS REVENUE MODEL



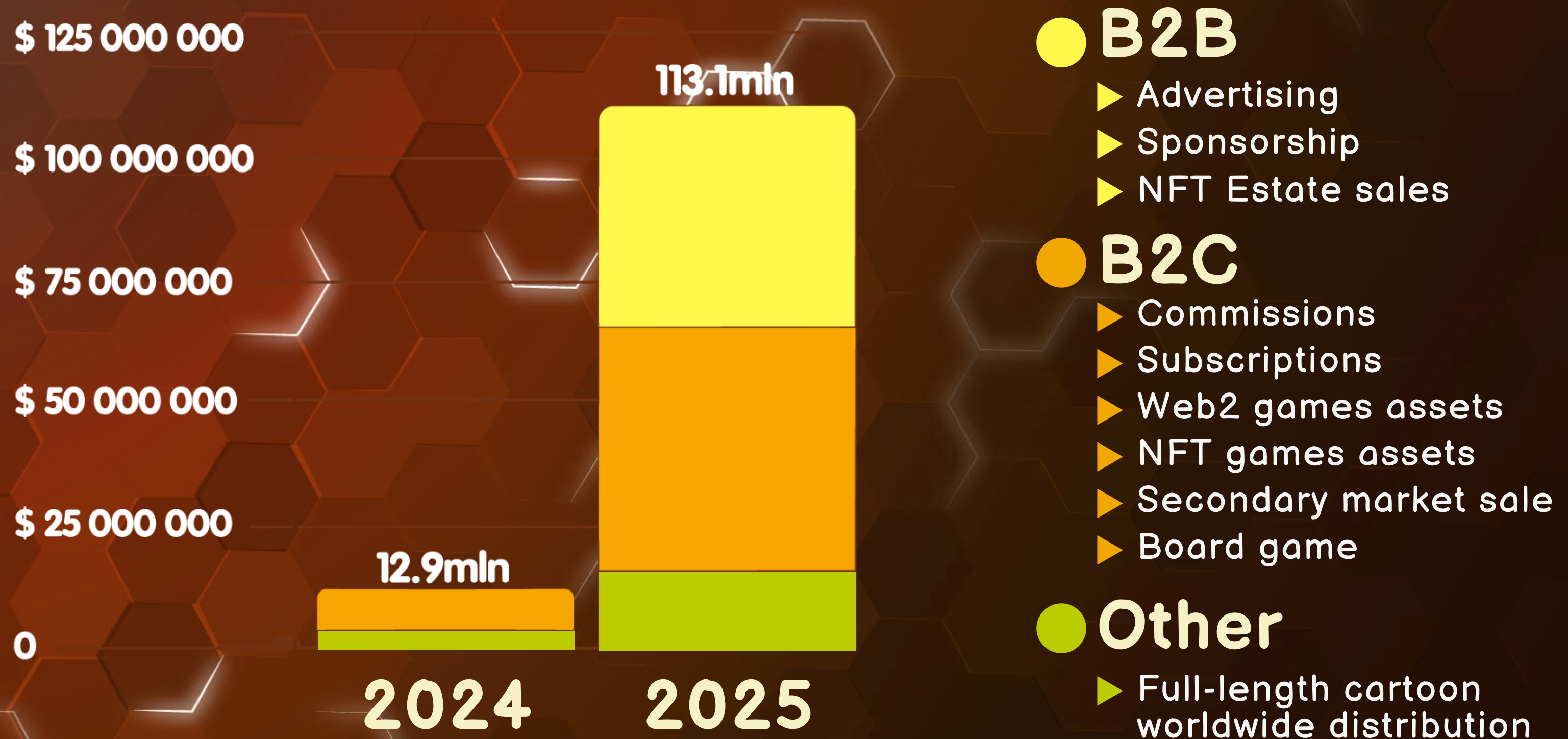
**B2B - 28%;
B2C - 72%**

- 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

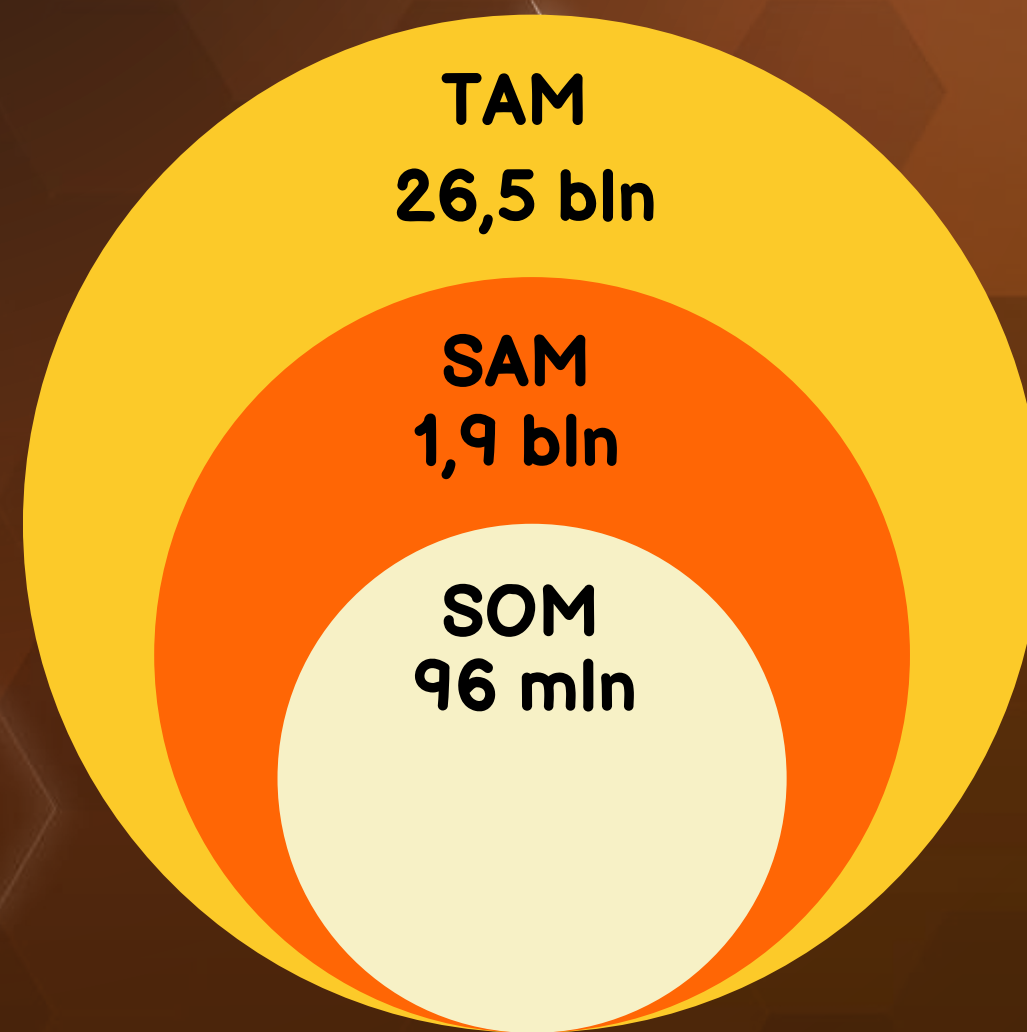


**B2B - 9%; B2C - 47%;
Other - 44%**

PROJECTED REVENUE

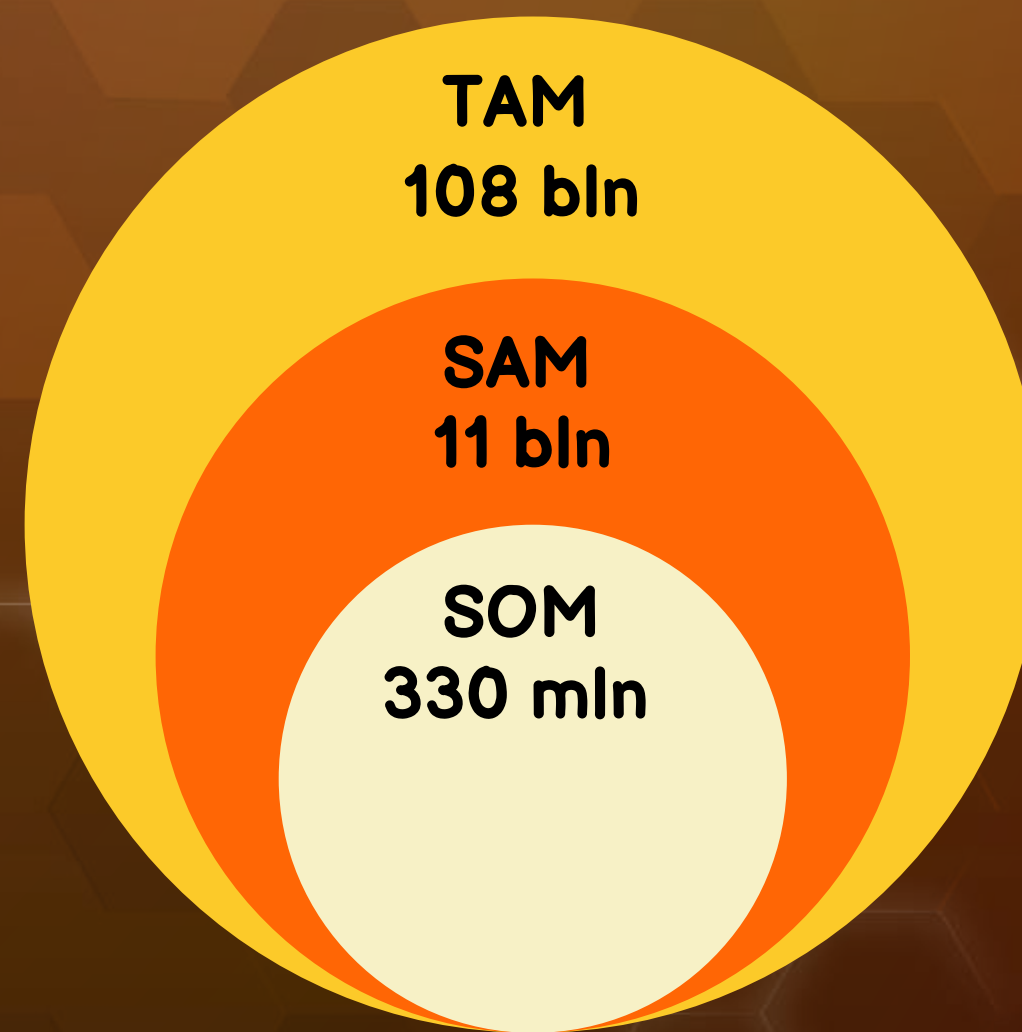


MARKET SIZE



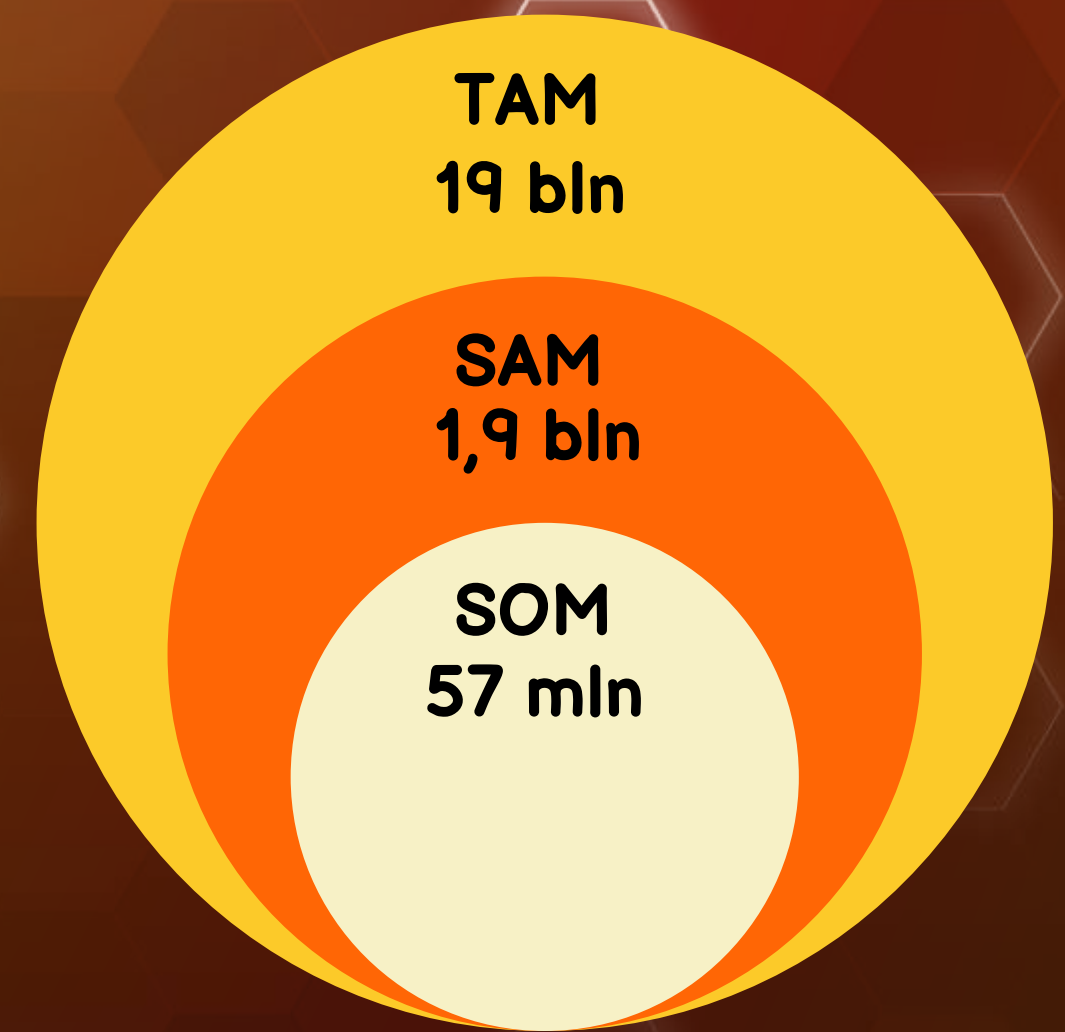
GameFi

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



Mobile games

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



Board games

Audience:
Geeks, families, crypto
brands lovers (Monopoly,
Eurogames: e.g. Terraforming
Mars; Cash Flow)

OUR TRACTION & PARTNERSHIPS

► 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



WHIMSY
GAMES



GOTBIT
HEDGE FUND



LGCY.NETWORK

OUR ACHIEVEMENTS



HACKERNOON

Startup of The Year in Miami 2023



People's Choice Award



BNB CHAIN



DoraHacks

4th place among 64 at the
BSc GameFi Hackathon



ælf.



DoraHacks

3rd of 26 at the Top of
Oasis Aelf Hackathon



1st place in the JGN
NFT contest

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

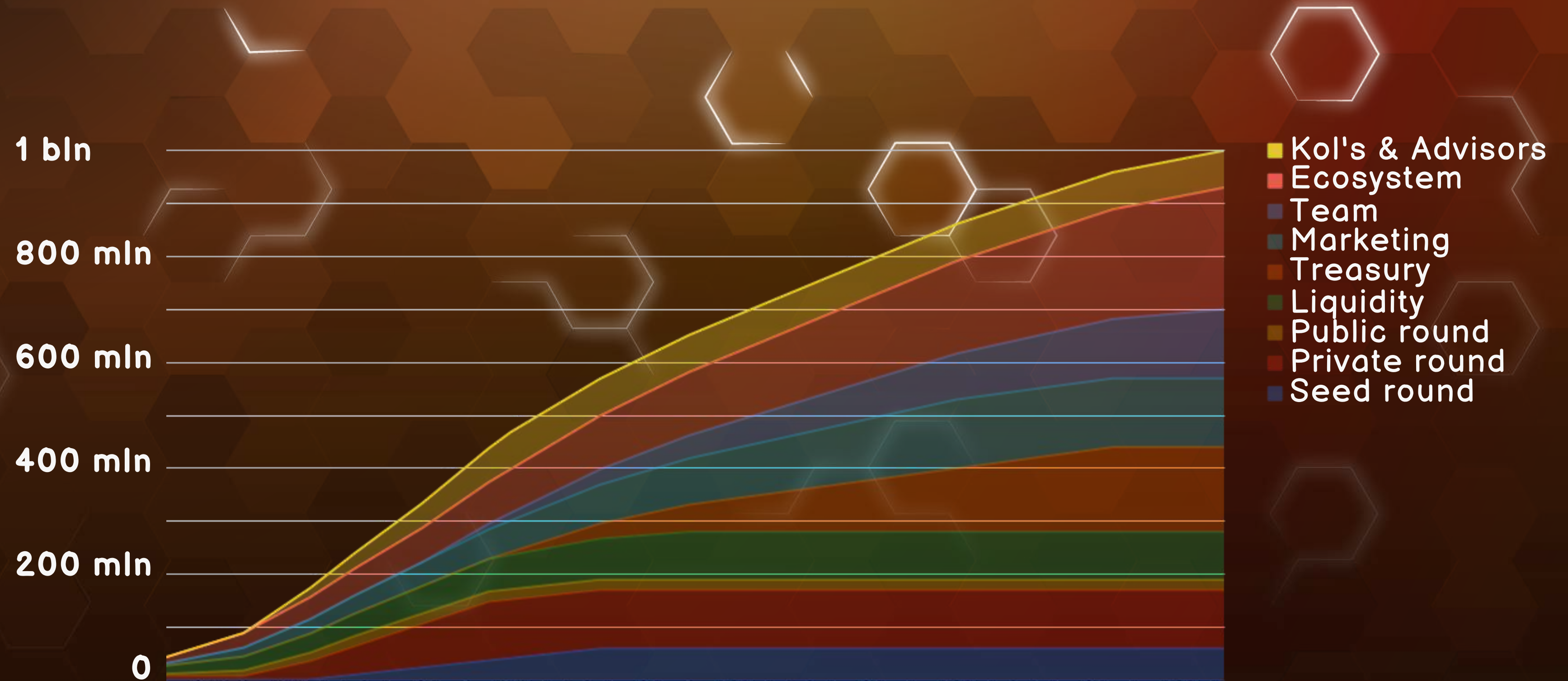
IMC: \$915K

IMC without Liq: \$577K

Investor control: 19%

| Pool | % | \$SALSA | Price | Collected funds | % TGE | Cliff | Vesting |
|------------------|-------------|----------------------|---|-----------------|-------|-------|---------|
| Seed Round | 6% | 60,000,000 | \$0.009 | \$540,000 | 3% | 7 | 13 |
| Private Round | 11% | 110,000,000 | \$0.017 | \$1,870,000 | 5% | 4 | 11 |
| Public Round | 2% | 20,000,000 | \$0.025 | \$500,000 | 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



HOTMAP



- ✓ Idea & concept, market research
- ✓ Ecosystem websites, social medias
- ✓ Cartoon episodes 1&2 release
- ✓ INO
- ✓ Smart-contract audit
- ✓ DEX listing

2021



2022

- ✓ Board game development
- ✓ EXPOs, contests and hackathons
- ✓ Host own offline & online events
- ✓ INOs



- ✓ Cook2Earn concept
- ✓ Board game MDP & events
- ✓ Completing the incubation
- ✓ EXPOs
- ✓ Entering American Metaverse Awards contest

2023



H1 2024

- Fundraising
- IDO & New token launch
- Legalization
- Full Season of cartoon release
- Board game release
- Cook2Earn release
- Marketing campaign



H2 2024

- Full Season cartoon release
- Board game next edition release
- Shill2Earn release
- INO
- DEX & CEX listings
- Partnership with famous animation studio (e.x. Pixar, Illumination, etc)

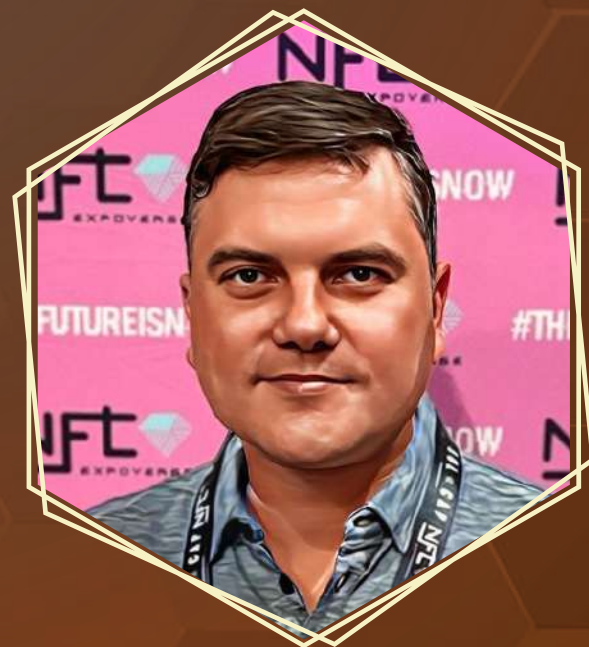


- Round 3 fundraising
- Metaverse game MVP
- Board game add-ons release
- HOT sauce line release
- Metaverse release
- Full-length cartoon release

2025 & beyond



TEAM



Alex Kytniukh
Co-Founder



24 years of entrepreneurial experience & \$5m+ revenue generation, including large food production. Founder of Ukraine's escape rooms network. In crypto since 2017. Co-Founder of the "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.

ADVISORS



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



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

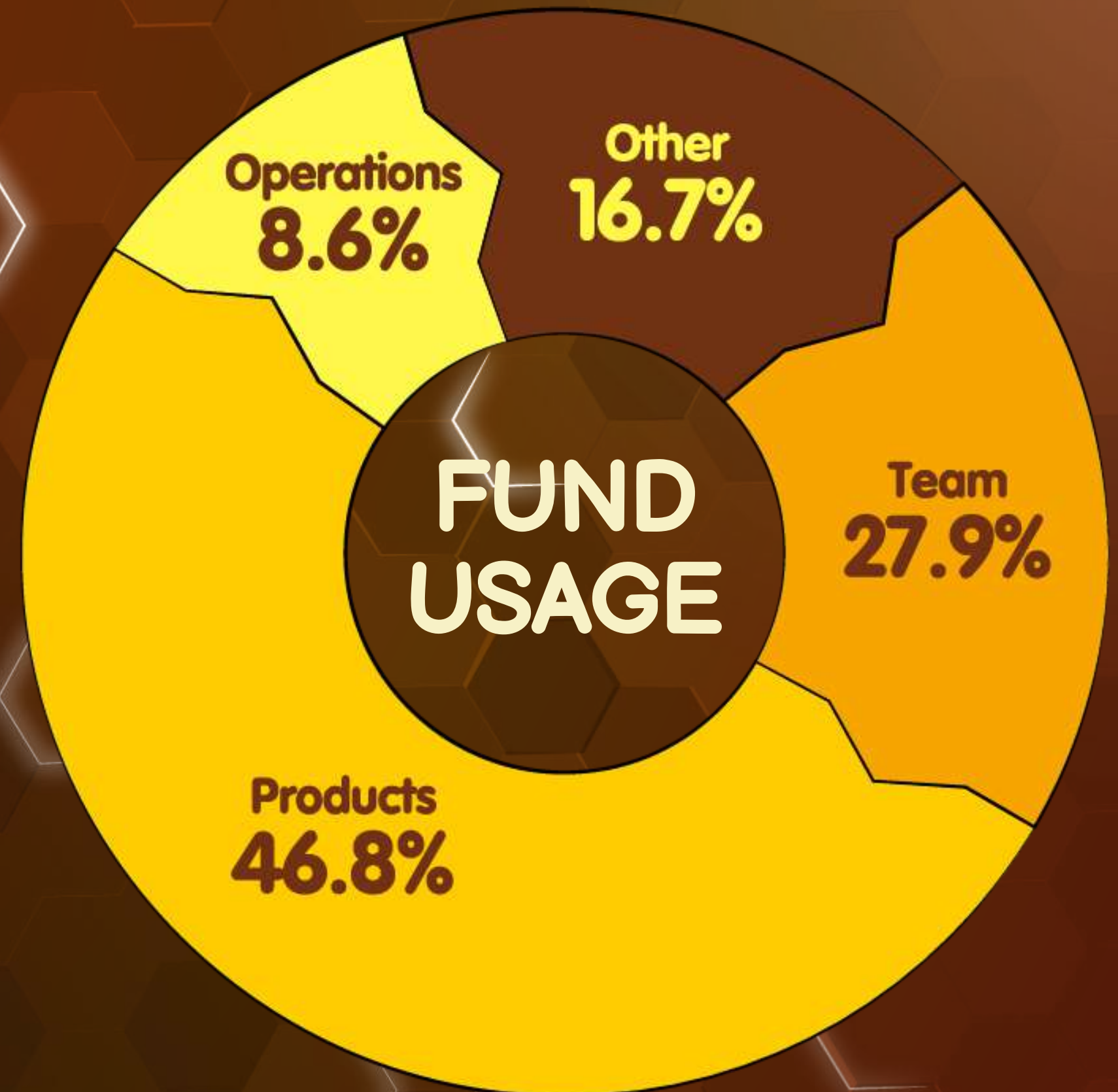
THE ASK

Hard cap: \$2,910,000

Seed Round: \$540,000

Salsa Valley has minimized the fundraise to finance firstly the project development to complete milestones and deliverables.

Objective in 12 months to reach 100K+ users



GET FUN & BE PEPPER!



 salsavalley.com

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 @SalsaValley

For investment and
partnership opportunities:

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