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Oregon



Imaginary Ones – NFT / \$BUBBLE

By: Miles Lucio Saunders-Ruesz

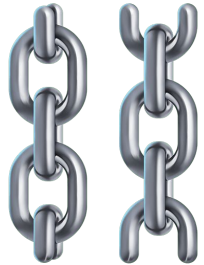
02/06/2024

Disney

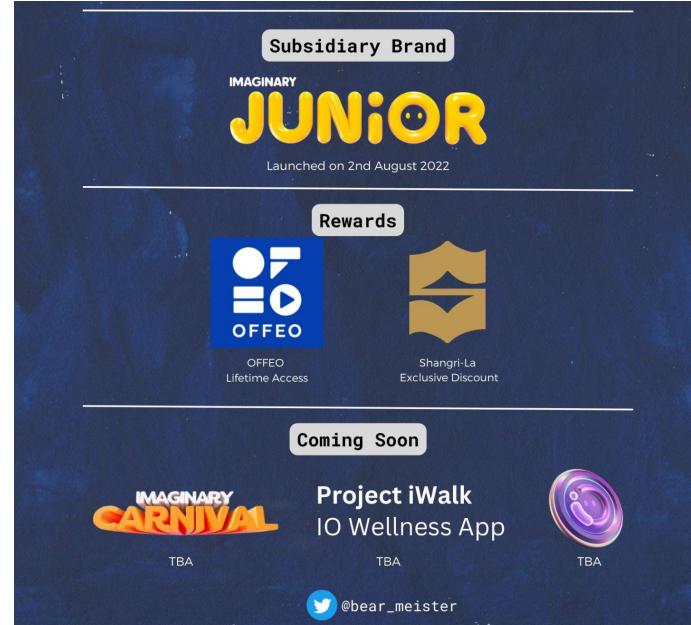
Webkinz™



PUDDY
PENGUINS™

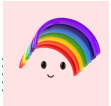


General Background



- Mobile Gaming
- Apparel
- Junior Content
- Health
- TV + Movies

The Imaginary Ones ecosystem



What does Imaginary Ones Do?

Building a suite of casual, blockchain enabled family friendly mobile games

Expanding the subsidiary brand Imaginary Junior

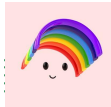
Establishing a subsidiary product of health apps - meditation, mental health, walking

Creating physical merch -

Building their social space - Imaginary world

Releasing \$BUBBLE token to power their ecosystem of apps and games

Continuously expanding partnerships and team



Team

Team & History

About the Team

OFFSET

OFFSET is a multi-million digital video agency based in Singapore. It was founded in 2013 by Clement and David.

OFFEO

OFFEO is a design-driven video maker for small businesses and marketers to create effective mobile video ads.

IMAGINARY ONES

Founding Team Members

- 

Clement Chia
@cmattat
Creator
Co-Founder

[Twitter](#) [LinkedIn](#)
- 

David Lee
@heggentlewhale
Co-Founder

[Twitter](#) [LinkedIn](#)
- 

Caleb Hoon
@kbyhoon
Project Manager
Head of Community

[Twitter](#) [LinkedIn](#)
- 


Jerome Kwok
@MightyMouseyIO
Chief Tech Officer

[Twitter](#) [LinkedIn](#)
- 

Gregory Poon
@NineFootTable
Head of Partnerships

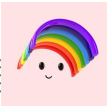
[Twitter](#) [LinkedIn](#)

Clients

and many more ...



\$BUBBLE

Strategic Advisors & Investors



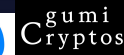
YC Kuek
Co-CEO EverEdge
Ex. VP Netflix & iQIYI



Sebastien Borget
Co-Founder &
COO Sandbox



Dingaling



Frances Han
Ex. Gaming Director
Meta, Gumi & Final Fantasy



Amit Malhotra
Ex. MD HBOMAX
Ex. VP Disney



Xeer



Ivan on Tech



Gwendolyn Regina
Ex. Director Binance &
BNB Chain



Wale.moca



Dewku

And More...



Market Demand



The image shows a screenshot of a Yahoo Finance article header. At the top left is the 'yahoo!finance' logo. To its right is a search bar with the placeholder text 'Search for news, symbols or companies'. Further right are a magnifying glass icon, a 'Sign in' button, and a bell icon. Below this navigation bar is the article title: 'Global Blockchain in Gaming Market Report 2023: Sector is Expected to Reach \$301.5 Billion by 2030 at a CAGR of 68.3%'.

The casual global mobile gaming market size was approximately USD 99.74 billion in 2023 and is projected to grow at a CAGR of **10.39%** between 2024 and 2032, reaching a value of around 227.55 billion by 2032.

74% of consumer spending in app stores attributed to In-app purchases in games

Asia Pacific is the fastest growing mobile game market

short form blockchain gaming will onboard the next billion crypto users

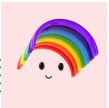
1/3 of internet users are children. Expected to reach 40% in 2025 - unicef



They are a registered PTE LDT in Singapore

Legal Entity Name	Date of incorporation
IMAGINARY ONES PTE. LTD.	May 24, 2022

- They have to file annual accounts or Director's reports and invest in an administrative function.
- compliancy gives them a creditable image in the eyes of banks, other financial lenders and investors
- The compliance requirements for Pte Ltd in Singapore are strict.



10 Genesis



X8888 @ 1.2 ETH - 0.13 E mint



10 Rides



x13.9k @ 0.12 ETH



Volumes



Volume 1: A World that Once was

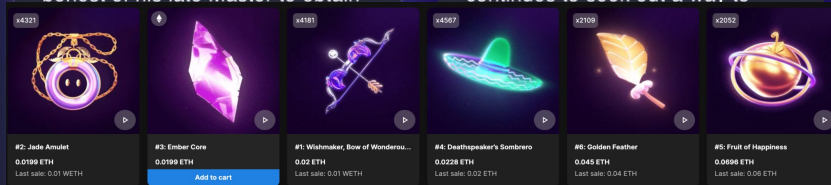
Lowyn, a famed adventurer and explorer, traversed the Bramble Wilderness seeking a famed Artifact - a wish granting bow. With the Artifact in hand, Lowyn makes his way back to his homeland. However, he can't help but notice how this land has faltered over the years. Perhaps the locals can shed some light.

Read



Volume 2: A Warrior's Promise

Xun the Wandering Monk ventures forth from his homeland at the behest of his late Master to obtain



Read



Volume 3: On Borrowed Time

Emerging after hundreds of years once again, Horo the Ice Elemental continues to seek out a way to

Read



Volume 4: A Best Friend

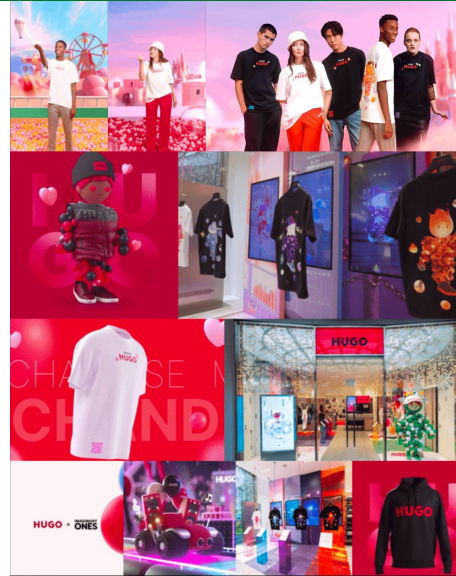
Luko is accompanied by an old dog, Becca, a large handsome retriever. Luko had a chance meeting with Becca in another world, all sad and alone. Reading her name tag, decides to help her get home. They follow a series of portals that Becca picks up a scent on and Luko has his heart set on seeing her home safely.

Read



How have they
done breaking
into apparel ?







Early access to special capsule collections

10%

10% discount off the eCommerce store



Once-in-a-lifetime HUGO Experience Event*
*Legendary NFT holders only



Raffle 2x tickets to once-in-a-lifetime HUGO Experience Event



Be part of HUGO & IO future metaverse ecosystem



VIP account to HUGO BOSS' eCommerce store



HUGO-themed Imaginary Rides



Exclusive physical merchandise





Plushies



How have they
done breaking
into gaming ?



Bubble Riders trial stats - 2 months

GAME STATISTICS

BUBBLES COLLECTED

3,722,301,278

SPACEBAR PRESSES

325,358,600

RUNS

6,084,458

PLAYERS

54,883

YEARS

786

MONTHS

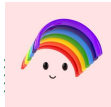
7

DAYS

28

HOURS

20



BUBBLE RIDER





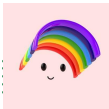
Immutable ×



IMAGINARY
ONES

Leveraging their gaming ecosystem of technology, venture capital, and investment partners to build out the Imaginary World.

Received a milestone grant from IMX to support Bubble Rangers & our upcoming suite of minigames.



IMAGINARY
ONES



\$BUBBLE
token
release

F1
partnership
?

2nd biggest
crypto exchange
by trading
volume



Bubble Rangers - 16m rev

100k downloads in three weeks

No marketing soft launch



Bubble Rangers 4+

Explore the Imaginary World
Imaginary Ones

★★★★★ 4.8 • 54 Ratings

Free



The average revenue per user (ARPU) for mobile games will reach \$164 in 2023. (Statista)



How have they
done breaking
into the Junior
market ?



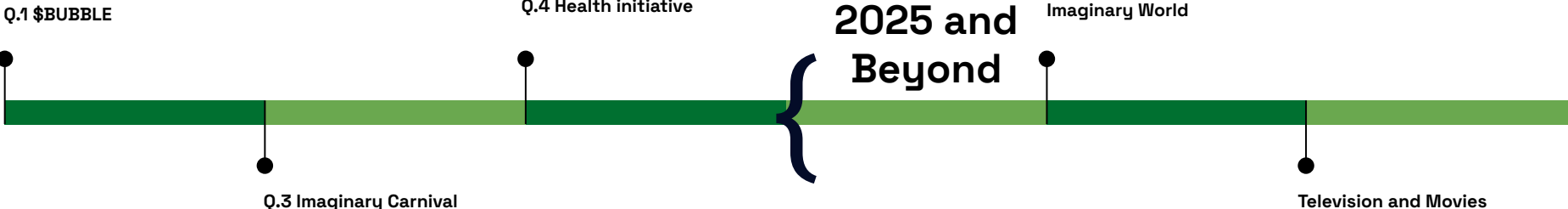
IMAGINARY JUNIOR



Total views: **4,757,524** Total uploads: **36** Subscribers: **31,000**



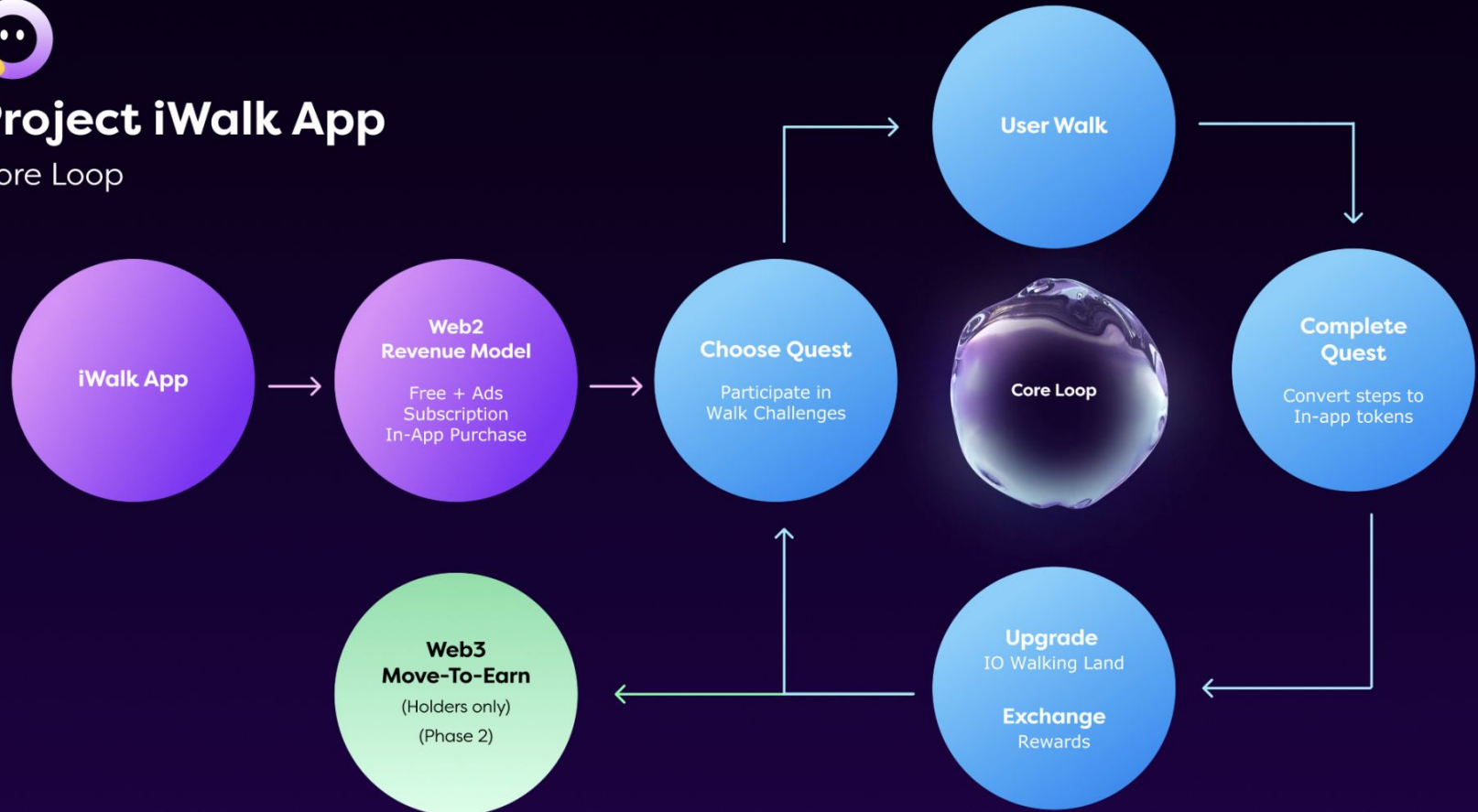
Roadmap





Project iWalk App

Core Loop





Growing with users

one wellness habit at a time

Walking

Sleeping

Journaling

Meditation

Nutrition

Exercising

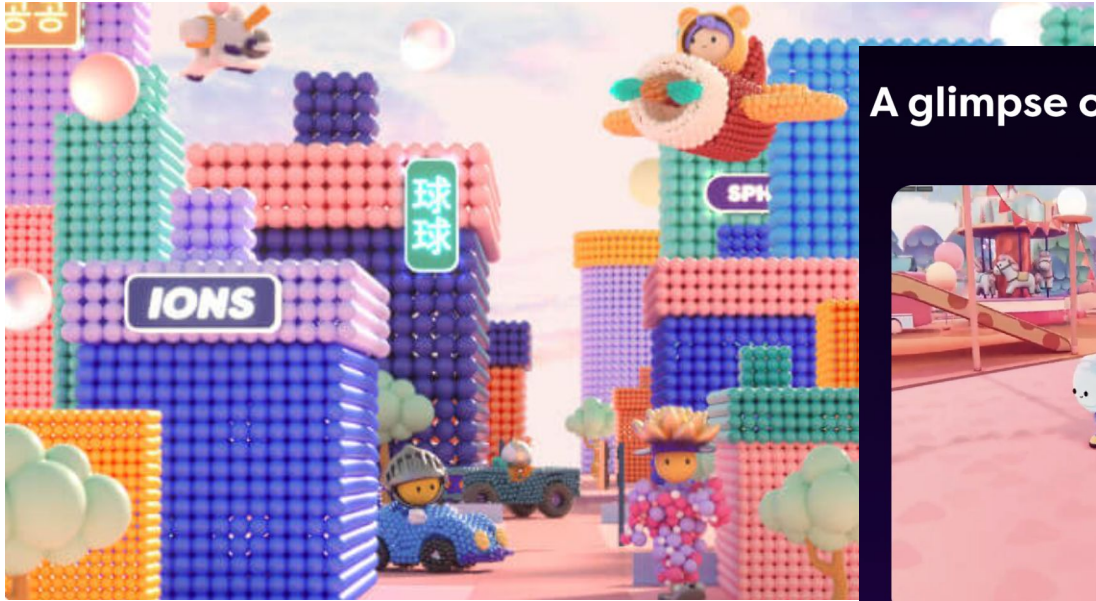
Easiest



Hardest



Imaginary World (Social space) - Webkinz / Club Penguin



A glimpse of Imaginary World (WIP)



Main City



Mini Games



Tokenomics & Vesting

Tokenomics Distribution (TBC)

Bonus Factors

- IO staking duration
- Collecting all Air/Sea/Land for full bonus
- OG + Legendary Holders
- No. of IOs you hold
- Active use of IO Apps
- Quest items you hold



How the token Captures Value

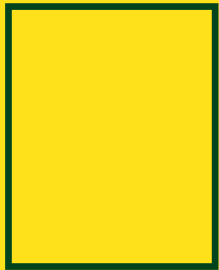
All of the business activities that I previously mentioned are going to be their primary revenue drivers. These revenue drivers will be used to continuously build and expand the brand of imaginary ones across the 4 market sectors that they hope to penetrate and capture a share of.

The genesis collection is the foundation for which intangible value and goodwill that comes from a growing IP will be reflected through.

Moreover, the \$bubble token will be the primary economic driver through their app which can be used to purchase on-chain and off chain items.







Investors

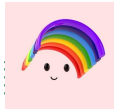


DUTCH
CRYPTO 
INVESTORS










Competition Landscape

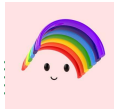
Project	MCAP	Merch	ERC-20 Token	Governance	IP	Web2 Revenue
 Imaginary Ones (Hugo + Rides + artifacts)	\$30,837,381	✓	✓	✗	✓	✓
 Pudgy Penguins (Lil pudgies + Rods)	\$435,922,021	✓	✗	✗	✓	✓
 Memeland (Collections + \$MEME)	\$358,489,345	✗	✓	✓	✗	✗
 Chimpers (Genesis + Chronicles)	\$8,940,399	✗	✗	✗	✓	✗



Comparable Analysis (Market Capitalization)

	Comp projects	Mcap / Estimated value	Users	P/Users Ratio	Weights.
	Imaginary Ones	\$30,837,381	154,000	200.24	
	Pudgy Penguins	\$435,922,021	100,000	4,359.22	40%
	Memeland	\$358,489,345	951,250	376.86	20%
	Chimpers	\$8,940,399	1300	6,877.23	6%
	BAYC	\$858,508,160	68,100	12,606.58	5%
	Webkinz (2005 - 2009)	\$20,000,000	23,000,000	86.95	14.5%
	Club Penguin (Acquired by Disney, 2007)	\$700,000,000	30,000,000	23.33	14.5%
	Weighted Average				2878.0134

Multiple	Implied Price
P/Users Ratio	2878.0134
Price Target	88,750,395,738
Current Price	30,837,381
% undervalued	287.7 %



Investment Thesis

Incredible team with incredible talent. Proven track record plus constantly delivering on all cylinders

Registered PTE in Singapore

Established market demand already with bubble rider and bubble rangers game

Established market demand with their Junior content and with apparel

\$BUBBLE airdrop Q.1 - Q.2

\$30Mcap for this ?

68.3% CAGR for blockchain gaming with the fastest growing market in Asia pacific (Yahoo)

8.96% CAGR for casual gaming market (Statista)

22.8% CAGR for Kid's Digital Content Market (Stellar)



Fund Recommendation

Current Price:

1.23 E

(\$2832 USD)

Market Cap:

\$30.8 M

Fully Diluted Market Cap:

\$30.8 M

Imaginary Ones



Action:

Buy 2 IO's (2.46 E / \$5,664)
and stake them

Sell 1 + \$BUBBLE allocation
at release



Questions?