

GG DAE

INVESTOR PROPOSITION

 DAY OF DUEL[®]



**Is your marketing strategy
tailored to engage
Generation Z and Alpha?**

**Would you like to
capitalize on the rapidly
expanding entertainment
market worldwide?**

STATISTICS



90% OF ADOLESCENTS BETWEEN THE AGES OF 11 AND 18 PLAY AT LEAST ONCE A WEEK.



20 MILLION POLISH PEOPLE ENGAGE IN GAMING!



ALPHA'S COHORT IS KNOWN AS THE GAMER GENERATION, ENGAGING IN GAMING FROM A YOUNG AGE. EIGHTY PERCENT OF THEM DAILY.

E-SPORTS

E-SPORTS 390 000 000 000 \$

CINEMA AND MUSIC 330 000 000 000 \$

2027

E-SPORTS 521 000 000 000 \$

CINEMA AND MUSIC 413 000 000 000 \$

POPULARITY

By 2025, the e-sports fan base is projected to surpass 1.3 billion viewers.

1 600 000 000 \$

By 2025, the global audience for esports events is projected to reach 645 million people.

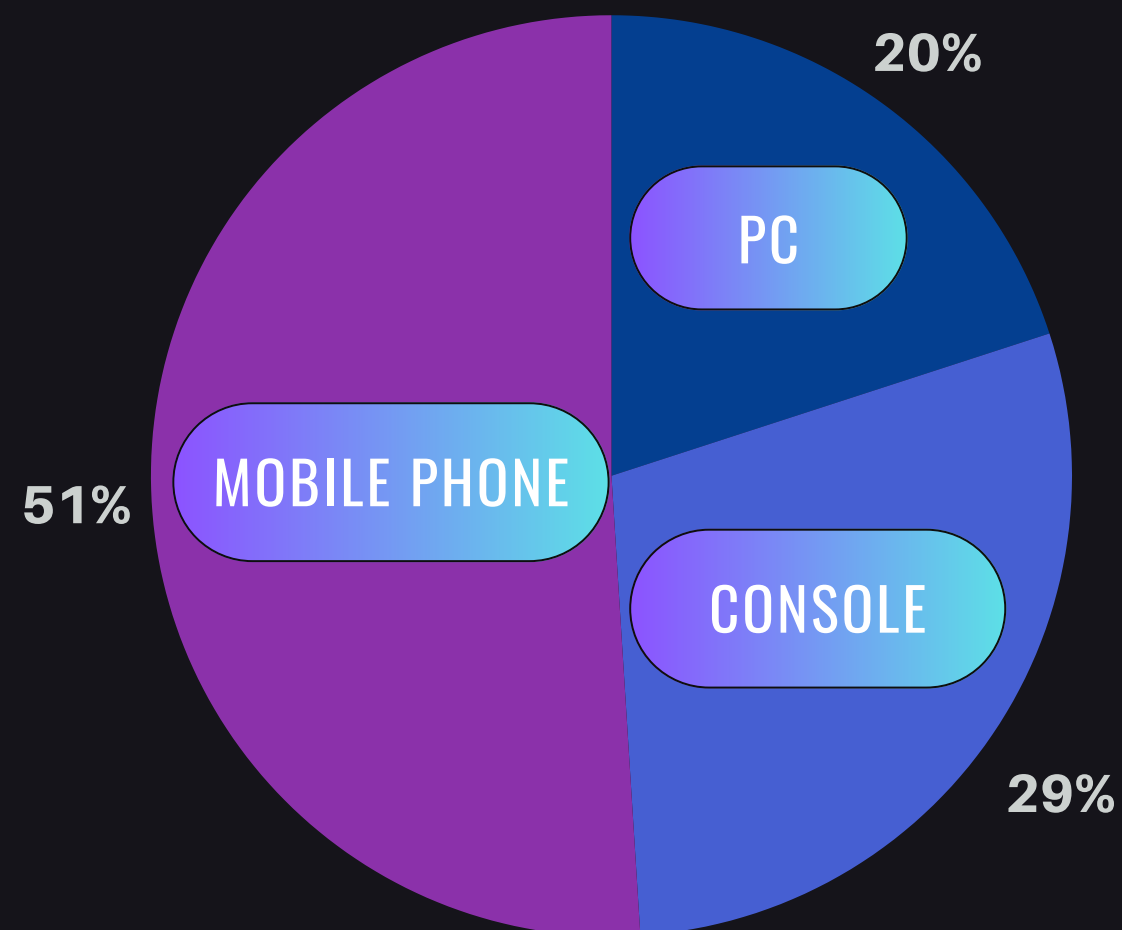
In Poland, e-sports ranks second in popularity, following only football.

E-sports market in 2025

GAMES

The most popular e-sports games, notably League of Legends, Dota 2, Counter-Strike, Fortnite, and FC24, will maintain the largest market share percentage.

Sponsorship and advertising revenue in esports is projected to reach \$642 million by 2025.



GAMING INDUSTRY

ABOUT US

GGDAB operates in the video gaming industry by establishing a highly competitive and profitable esports organization that hosts premier tournaments and competitions for amateurs and professionals globally.

Our aim is to establish a top-tier online esports gaming platform capable of rivaling and excelling alongside prominent esports organizations. This platform will facilitate the hosting of competitions and tournaments offering appealing cash rewards for both amateur and professional players, providing them with opportunities to compete and enhance their skills.

We develop proprietary games and incorporate titles from other developers. Our primary goal is to guarantee that all games on our platform are devoid of chance elements. The outcome of each game or competition is determined solely by strategic reasoning, quick reflexes, and adept use of the controller, phone, keyboard, and mouse. This approach enables us to maintain a level playing field for all participants.

GGDAB has demonstrated its ability to host e-sports tournaments and comprehend the gaming industry. In 2024, the organization effectively managed three events in Fortnite and CS2, drawing over 10,000 participants. Prizes totaling more than PLN 120,000 were distributed, showcasing a significant investment. Furthermore, GGDAB has forged valuable partnerships with prominent gaming enterprises in Poland.



GGDAB

ORGANIZATOR

CELEBRACJA



ARKADIUSZ MILIK

Juventus Turin footballer and Polish national footballer. Participant in World and European Championships. Proprietor of the Food & Ball restaurant in Katowice. Strategic investor and ambassador for GGDAB.



ADAM "PRESCOT" MISTA

Current Champion of Battlefield 3 Weapons World! He claimed this title in 2017 and remains unbeaten. He is an ambassador for numerous well-known brands, ranging from California Access to Magniflex, and Komputronik Inwestor, as well as an ambassador for GGDAB.



PATRYK "ROJO" ROJEWSKI

One of the most experienced gaming YouTubers in Poland. He invests in serious gaming projects and collaborates with the largest companies in the industry. He has over A community of 2 million across all its platforms. Investor and ambassador for GGDAB.

OUR TEAM



SZYMON GACZEK
Chief Executive Officer



MARIUSZ KALETKA
President of GGDAB Spółka S.A.



BARTOSZ SOWA
Chief Technology Officer



ALICJA PYSZKA - BAZAN
Investor, influencer, athlete



SYLWIA PUZUK
Chief Marketing Officer



Platform



DAY OF DUEL[®]



ABOUT THE PLATFORM

YOU HAVE AN EXCLUSIVE INVITATION BEFORE YOU - DISCOVER WHAT THE PLATFORM LOOKS LIKE FROM WITHIN. YOU WILL DELVE INTO ITS MECHANICS, SPECIFICATIONS, AND DESIGNS THAT HAVE YET TO BE REVEALED.

Day of Duel is a pioneering gaming platform that aims to transform players' experiences, elevating competition to a new and thrilling level. Our platform prioritizes fair play, equitable competition, and freedom of choice for all gaming enthusiasts.

We cultivate an atmosphere where each player can immerse themselves in genuine emotions during competition. Irrespective of proficiency, all individuals have the opportunity to engage in thrilling gameplay through a range of tournaments and challenges.

HOW DOES IT WORK?

Participants of the tournament will establish the entry fee, from which the platform will deduct a 10% commission, forming the prize for the victor. Everyone will have the opportunity to select the level of advancement based on their skills, and registration will be completely free.

MATCHMAKING

The DoD Matchmaking System pairs players with similar skills to ensure a fair competition. Thanks to this, every gaming enthusiast can enjoy themselves! As a player, you can deposit, compete online, and withdraw at your convenience.

STRIPE

The platform integrates with Stripe, a worldwide electronic payments platform. Thanks to this feature, players can promptly deposit and withdraw funds from the platform to their bank account.



CHALLENGE YOUR FRIENDS

COMPETE AGAINST THEM ON ANY
PLATFORM, PS4, XBOX ONE, PC OR
MOBILE

[GRAJ TERAZ](#)[JAK GRAĆ?](#)

WHY IS IT WORTH IT?

Develop your skills, compete on a global level and win cash prizes on an innovative e-sports platform.

3 1V1 GAME MODES



DAY OF DUEL®

ON THE DOD PLATFORM, YOU CAN ENJOY PLAYING IN THE MANNER THAT SUITS YOU BEST. YOU HAVE THE OPTION TO SELECT FROM THREE VARIETIES OF 1VS1 GAMES.

DUELS

CHALLENGE

BONUS AREA

MULTIPLAYER



PLAY 1VS1

CHALLENGE A FRIEND

BONUS AREA

MULTIPLAYER

The platform will pair you with a competitor of equal skills. Succeed to claim the jackpot.

Select a game, a wager, and participate. The victor claims the full prize pool.

Player activation at the highest level involves collecting bonuses and participating in additional competitions.

A multiplayer competition lasting up to 5 minutes from commencement. The victor claims the prize pool from other participants (minus the DoD fee).

3 MULTIPLAYER GAMING MODES



THE DOD PLATFORM WILL PROVIDE 3 MULTIPLAYER GAME MODES, ENSURING ENDLESS ENTERTAINMENT.

**TOURNAMENTS DAY
OF DUEL**



**ORGANIZED BY THE
PLATFORM**

Duel tournaments are scheduled with sponsors to increase platform engagement. They will be further promoted!

**CHAMPIONSHIP
BATTLE**



CHAMPIONSHIP BATTLE

An opportunity to reattempt your outcome for a fee. For PLN 5, you have the potential to secure a prize valued at PLN 10,000.

**PLAYER
TOURNAMENTS**



**ARRANGE YOUR OWN
TOURNAMENT**

Invite your friends to a designated date and time to compete against each other in ladder mode.

WHAT DISTINGUISHES THE PLATFORM?

The platform features a proprietary player matching algorithm that pairs players based on comparable skills, ensuring fair competition among players of similar skill levels.

Success hinges on your logical reasoning, reflexes, and agility.
Random outcomes have no place in the games offered on the DAY OF DUEL platform!

We prioritize equitable and impartial gameplay as we understand it forms the foundation for thrilling competition.

Jak zagrać?

Wykorzystaj swoje umiejętności w rywalizacji z innymi graczami i stań się mistrzem turnieju e-sportowego.

ZOBACZ WSZYSTKIE

Rejestracja
Rejestracja do turnieju, zazwyczaj poprzez platformę online, i spełnienie wymagań.

Check-in
Przed rozpoczęciem turnieju, zazwyczaj konieczne jest potwierdzenie obecności (check-in) w wyznaczonym czasie, co potwierdza gotowość do gry.

Walcz i wygrywaj
Uczestnictwo w meczach zgodnie z harmonogramem turnieju, rywalizacja z innymi graczami lub drużynami, stosowanie się do zasad i regulaminu turnieju.

REVENUE SOURCES

The primary revenue source is the 10% commission collected on players' entry fees through the DAY OF DUEL platform.

An additional revenue source will be an innovative user activation method in the form of Room Bonuses.

- Thanks to meticulously chosen competitions, the platform enables players to secure victory in the tournament based solely on their skills, akin to traditional sports.
- There is no room for chance, fortune, or deceit.
- The platform's operating system has undergone thorough legal scrutiny and is unrelated to gambling.
- Day of Duel implements a user verification process. It is a necessary procedure that financial institutions and other legally recognized entities must conduct to authenticate their customers, ensuring security.
- A prestigious law firm drafted the regulations for the Day of Duel platform.
- The National Financial Supervision Authority oversees the company's activities.

THIS IS NOT GAMBLING!

WHY IS IT WORTH IT?

Develop your skills, compete on a global level and win cash prizes on an innovative e-sports platform.



Competitive and fair play

They emphasize games based solely on skill, logic, reflexes and control abilities, ensuring fair competition without random elements.



Tournaments with cash prizes

The platform offers both amateurs and professionals the opportunity to participate in tournaments with attractive cash prizes.



Global reach and professional development

Their goal is to build a world-class online e-sports gaming platform to support competition and skill development for players around the world.

TOURNAMENT BY **GG** DAE

PLEASE RELAX AND UNWIND - WE WILL HANDLE ALL THE DETAILS.

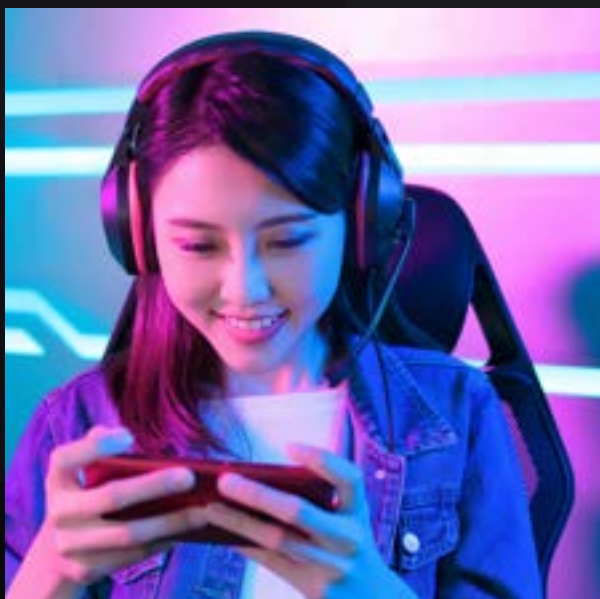


TOURNAMENT IDEA

Professional e-sports tournaments commence with a meticulously crafted tournament concept. With extensive experience in marketing, events, and gaming, our team excels in devising competition formats, guidelines for participants, match planning and coordination, and overall tournament management. We specialize in constructing tournaments from the ground up, offering tailored solutions to engage a wide range of players effectively.

LIVE STREAMING OF THE TOURNAMENT

One of the most effective methods to narrate the narrative of an esports tournament is through professional commentator-led broadcasts. These broadcasts not only extend the lifespan of tournaments but also serve as a valuable platform for promoting your brand and products. Our team collaborates with skilled commentators, administrators, and moderators to guarantee the professional representation of your brand in alignment with a pre-established strategy. Through a single event, you can engage with millions of gamers.



PLAYER ATTRACTION

An e-sports tournament relies heavily on participants. Factors like game culture, community, player base, and marketing opportunities must be considered to attract the appropriate audience. GGDAB is dedicated to managing all aspects: analyzing criteria, collaborating with numerous influencers, content creators, and social media groups. Additionally, we engage with our profiles and Discord, connecting with 14,000 players passionate about the tournaments we host.



PROMOTIONAL CAMPAIGN

An essential yet frequently overlooked aspect of any professional e-sports tournament is its marketing campaign, which should encompass a variety of forms and methods, highlights, and custom videos. Our team devises a marketing and content strategy to engage the appropriate audience through the digital platforms commonly utilized by esports players. Additionally, we strive to tailor sponsor promotions uniquely for each partner involved in the tournament.

PRIZE DISTRIBUTION AND DELIVERY

After the dust settles and the winners are announced, GGDAB will distribute the cash and prizes, ensuring that your products reach the tournament winners and participants in the competitions we organize to support the tournament. Our promotion efforts extend beyond the tournament, as we persist in showcasing your brand through customs and competitions even after the tournament concludes.



LET US COLLABORATE TO DEVELOP EXCEPTIONAL E-SPORTS TOURNAMENTS!

2024 Tournament Results



FIRST DAY OF DUEL DUO BUILD FORTNITE TOURNAMENT

- THE LARGEST FORTNITE COMPETITION IN POLAND
- 5152 participants in the tournament.
- 3 million views of marketing materials
- \$30,000 Prize Pool



SECOND DAY OF DUEL DUO BUILD FORTNITE TOURNAMENT

- The largest competition in Poland in the Duo Build category.
- 4224 Participants in the Tournament
- 3.2 million views of marketing materials.
- \$40,000 Prize Pool



DAY OF DUEL WINGMAN CS2 TOURNAMENT

- One of the largest CS2 Wingman tournaments in Poland.
- 8 Requirements for 128 Teams
- 1.8 million views of promotional materials
- \$40,000 Prize Pool

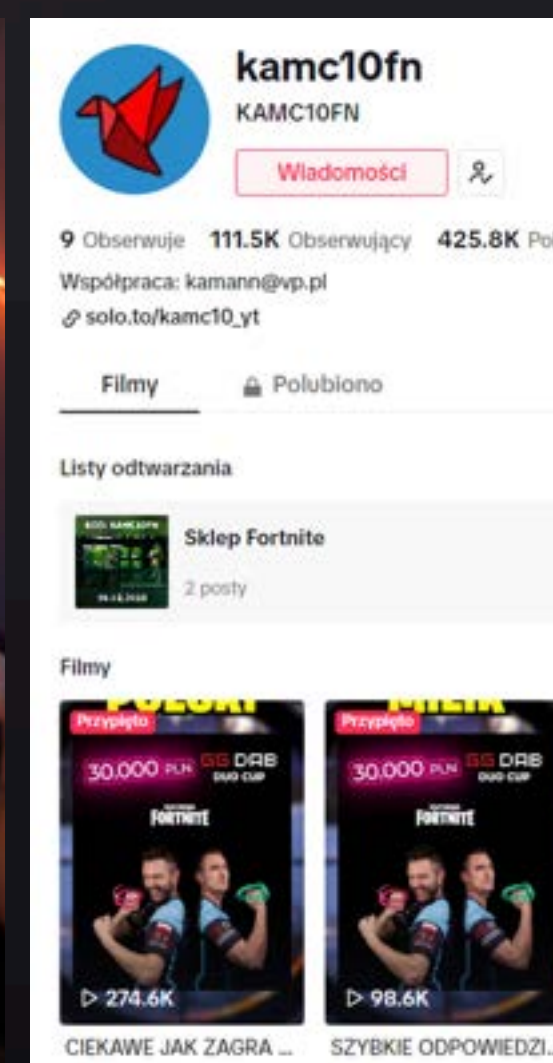
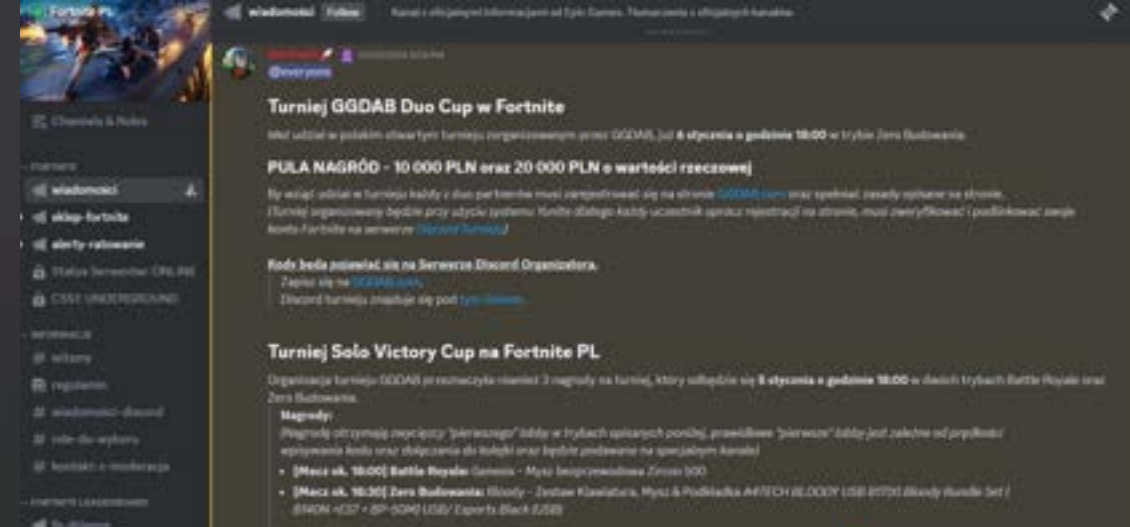


**EXAMPLES OF SPONSOR PROMOTIONS
DURING THE TOURNAMENT**

ENHANCE YOUR BRAND WITH INFLUENCER MARKETING!

We presently collaborate with more than 50 influencers and content creators from Fortnite, CS, and FC24. As a component of brand promotion, influencers will endorse the tournament and distribute prizes for your company/brand on their social media, stories, and streams!

POTENTIAL TO ATTAIN A MINIMUM OF 2 MILLION FOLLOWERS THROUGH INFLUENCERS!



Niivzy
@niivyfn Follows you
F/A | @Twitch Partner | Business: niivzy@gmail.com
376 Following 14.2K Followers

Szymek
@ItsSzymi Follows you
Jestem fanem spongeboba | cc for @TeamACTIVE__
1,034 Following 3,964 Followers

PiotrSugar
@PiotrSugar Follows you
Youtube / Twitch Content Creator for @TeamACTIVE__ | 100\$
74 Following 4,404 Followers

pixel
@P1xelfn Follows you
17 | Player for @TeamACTIVE__ | Grand Finalist | contact: @ldziU97
983 Following 3,835 Followers

KRZYCH_TV
@KrzychT Follows you
39 year old 🇵🇱 Fortnite content creator/competitive player for @TeamACTIVE__
twitch streamer : twitch.tv/krzych_tv owner of @TeamACTIVE__
70 Following 1,197 Followers

Zaproszono Cię do dołączenia
Fortnite PL
14 157 online 62 388 członków

zientuszek
zientuszek
Wiadomości
639 Obserwuje 175.7K Obserwujący 1.2M Polubień

rudzkky
Rudzky
Wiadomości
109 Obserwuje 93.5K Obserwujący 215.3K Polubień

kamc10fn
KAMC10FN
Wiadomości
9 Obserwuje 129.7K Obserwujący 495.3K Polubień
Współpraca: kamann@vp.pl
solo.to/kamc10_yt

GGDAB (ggdab) zaprosił(-a) Cię do dołączenia
Counter-Strike 2 Polska
1087 online 7134 członków

EXAMPLES OF INFLUENCERS WITH WHOM WE COLLABORATE TO PROMOTE TOURNAMENTS

streamerzy_boomerzy
Streamerzy_boomerzy
Wiadomości
38 Obserwuje 22.1K Obserwujący 381.8K Polubień
streamerzyboomerzy@gmail.com

xi_justmary_ix
XI_JustMary_IX
Wiadomości
10 Obserwuje 7062 Obserwujący 32.3K Polubień

skazxa_
Skazza
Wiadomości
172 Obserwuje 55K Obserwujący 2.9M Polubień

adixtok
Adam Woźnicki
Wiadomości
385 Obserwuje 245.1K Obserwujący 3.3M Polubień

Jajuu
@Jajuu · 255 tys. subskrybentów · 1,1 tys. filmów

PiotrSugar_
56,3 tys. obserwujących

tombik_fn
16,1 tys. obserwujących

Niivzy
66,3 tys. obserwujących
NA ŻYWO

TOURNAMENT PROMOTION BY OUR AMBASSADORS - EXAMPLES

DRY DUEL WINGMAN CUP

NAGRODY ZA 1 MIEJSCE

GRASZ W CS2?

DOŁĄCZ DO NAS!

COUNTER STRIKE

DRY DUEL WINGMAN CUP 20-21 KWIETNIA

Adam "PRESCOT" Miśta

GRASZ W CS2?

DOŁĄCZ DO NAS!

COUNTER STRIKE

DRY DUEL WINGMAN CUP COUNTER STRIKE 2

W PULI 40 000 PLN

START | 20-21/04

Govee Lexar steelseries Gracer Trust. TURTLE BEACH

DRY DUEL WINGMAN CUP 20-21 KWIETNIA

Patryk "ROJON" Rojewski

GRASZ W CS2?

DOŁĄCZ DO NAS!

COUNTER STRIKE

DRY DUEL WINGMAN CUP 20-21 KWIETNIA

Arkadiusz Milik

GRASZ W CS2?

DOŁĄCZ DO NAS!

COUNTER STRIKE

COUNTER STRIKE 2 DRY DUEL WINGMAN CUP

W PULI 40 000 PLN

START | 20-21/04

DOŁĄCZ JUŻ TERAZ!

Twoje rolki AMBASADORZY:

MILIK!

PRESCOT!

ROJSON!

ggdab.com

Turniej Day of Duel Wingman już 20-21.04! ...

Lubią to prescot.bf i 12 inne osoby

ggdab.com • Original audio

DEDICATED CONTESTS OF SPONSORS

WINGMAN CUP COUNTER STRIKE 2

KONKURS

DO WYGRANIA:
Trust GXT924W YBAR+ GAMING MOUSE WHITE

Trust.

A white gaming mouse with a distinctive shape, resting on a red, textured base. The mouse has a scroll wheel and several buttons. The background is dark with some motion blur effects.

WINGMAN CUP COUNTER STRIKE 2

KONKURS

DO WYGRANIA:
Govee H6179 TV backlight | Taśma LED | dla TV 46-60 cali, Bluetooth, RGB

Govee

A blue LED TV backlight strip, a remote control, and a smartphone, all displayed on a red, textured base. The background is dark with some motion blur effects.

WINGMAN CUP COUNTER STRIKE 2

KONKURS

DO WYGRANIA:
Apex 7 (Red Switch) US

steelseries

A black gaming keyboard with vibrant, multi-colored RGB lighting on the keys, resting on a red, textured base. The background is dark with some motion blur effects.

WINGMAN CUP COUNTER STRIKE 2

KONKURS

DO WYGRANIA:
MYSZ ROCCAT BURST PRO AIMO

TURTLE BEACH

A black gaming mouse with purple and pink RGB lighting, resting on a red, textured base. The background is dark with some motion blur effects.

WINGMAN CUP COUNTER STRIKE 2

KONKURS

DO WYGRANIA:
Fotel gamingowy TRACER GAMEZONE MASTERPLAYER

tracer

A black and red gaming chair with a high backrest and armrests, resting on a red, textured base. The background is dark with some motion blur effects.

WINGMAN CUP COUNTER STRIKE 2

KONKURS

DO WYGRANIA:
LJDM900128G-BNQG pamięć USB

Lexar

A black and silver USB drive, resting on a red, textured base. The background is dark with some motion blur effects.

VIP PARTNER PRESENTATION (SAVIO) EXAMPLE DURING TOURNAMENT STREAMING ON MARCH 16/17.



Savio on the Twitch primary layout.



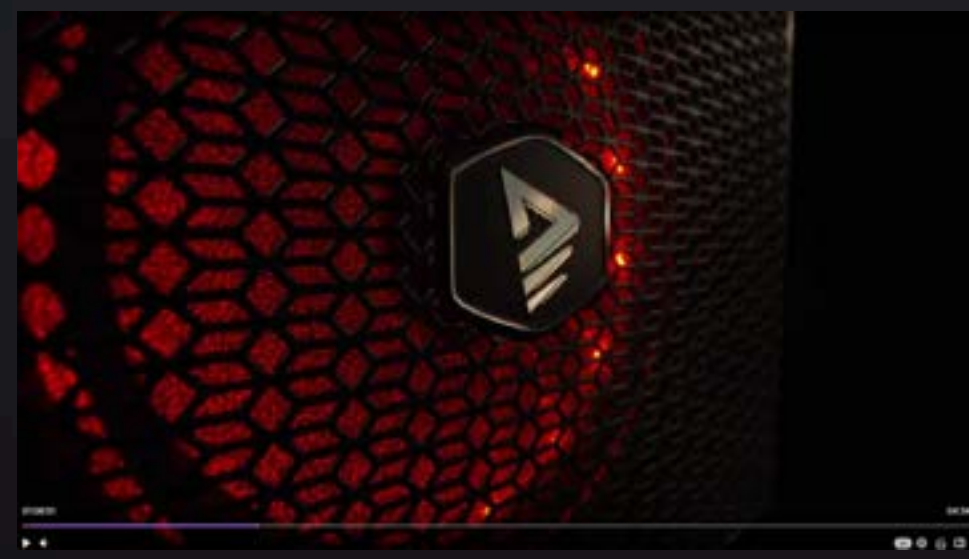
Savio commented during the influencers Krzych_tv and itsSzymi's remarks.



Savio at the awards ceremony



Savio overseeing the layout during the visit of the Fortnite legend, Reno.



Advertisements during the tournament.



Prize presentation by itsSzymi from Savio

android

TECH ROZRYWKA FINANSE MOTO

TECH

LOWOWANE PRODUKTU KOMPUTRONIK

Promocje na produkty Govee w Komputronik.
Inteligentne oświetlenie kupisz dużo taniej

Borys Francuz
18 kwietnia 2024 • 2 minuty czytania

20 i 21 kwietnia rozegrany zostanie turniej Wingman Cup w grze Counter-Strike 2. Organizatorem tego wydarzenia jest GGDAB, a jednym ze sponsorów firma Govee. W związku z tym w ciągu najbliższych kilku dni kupicie wybrane produkty znanego producenta **nawet o 10% taniej** w internetowym sklepie Komputronik.

STREFA GRACZA

FILMY I SERIALE RANKINGI TECH PORADNIKI AKCESORIA DLA GRACZY

NEWSY PREMIERY PROMOCJE DARMOWE GRY PORADNIKI DO GIER KODY RECENZJE EDYCJE KOLEKCJO

Day of Duel Wingman 2v2 w CS2 – Oj będzie się działo!

ADRIAN 18 KWIEŚNIA 2024 NEWSY 3 MIN

DAY DUEL WINGMAN CUP

W PULI **40 000 PLN**

START | **20-21/04**

Govee Lexar steelseries Gracer Trust TURTLE BEACH

GG DAB DUO CUP

30 000 PLN W PULI!!!

FEATURING FORTNITE

06.01.2024

Patryk "Roj" Rojson Arkadiusz Milik

This event is not sponsored, endorsed, or administered by Epic Games, Inc.

GGDAB Duo Cup Fortnite: największy turniej w Polsce z Arkiem Milikiem, Rojsonem i Prescottem

GGDAB Duo Cup Fortnite z Arkiem Milikiem, Rojsonem i Prescottem to ma być największy turniej Fortnite'a w Polsce.

Cybersport.pl

THEY WROTE ABOUT US

GGDAB zaprasza na II turniej Day of Duel Duo Build – największe wydarzenie Fortnite w Polsce

Już w najbliższy weekend odbędzie się II turniej w Fortnite organizowany przez GGDAB. Pula nagród to 40 000 złotych.

Gram.pl / Mar 13

DAY DUEL DUO CUP

40 000 PLN W PULI

START 16-17/03/2024

DOŁĄCZ JUŻ TERAZ!

GGDAB zaprasza na II turniej Day of Duel Duo Build – największe wydarzenie Fortnite w Polsce

Dołącz do największego wydarzenia Fortnite w Polsce! GGDAB zaprasza na II turniej, który odbędzie się w dniach 16-17 kwietnia 2024 roku. To niepowtarzalna okazja dla miłośników gier, by rywalizować o nagrody o...

Cybersport.pl

GG DAB DUO CUP

FEATURING FORTNITE

PRIZE POOL **30,000 PLN**

6.01.2024

NTT SYSTEM Geco.one GENESIS AURORA ALCAST

This event is not sponsored, endorsed, or administered by Epic Games, Inc.

GGDAB Duo Cup Fortnite: the biggest tournament in Poland with Arek Milik, Rojson and Prescott on 06.01.2024

GGDAB announces the GGDAB Duo Cup Fortnite tournament, which will take place online on Saturday, 6 January 2024 at 18:00.

Gamepost.io / Jan 5



Jakub
"ThoreQ7"
Gertych

Maciek
"mAciejak"
Jędrzejak

Szczepan
"CHERRY5"
Watega

COMMENTS



ACTIVE KRZYCH

KrzychTV



BARTOSZ
"ORAYU"
Fatyga

THEY TRUST US:

 steelseries



msi[®]

Lexar

NTT[®]
SYSTEM

SAVIO[®]

Govee

Trust.

Tracer[®]

 TURTLE
BEACH[®]

BenQ

 GENESIS

 bloody

 AURORA



Geco.one[®]

Cryptostudent.io

UPCOMING TOURNAMENT SCHEDULE

01-02.06.2024 Day of Duel Fortnite III tournament with TeamActive

09.06.2024 Day of Duel FC24 with Bartosz "Orayu" Fatyga and ESC

22-23.06.2024 Day of Duel CS2 with GoodGame

27-28.09.2024 FC24 stationary tournament in Katowice, Poland

September 2024 Back to School tournaments Day of Duel

SOON:

Influencers Tournament

Stationary tournament in Katowice

European Tournament

Courses: How to become an e-sports influencer?

How to become a pro gamer?

Upcoming tournaments: Fortnite, CS2, FC24, LoL ...

**MARKETING - WE KNOW HOW
IMPORTANT IT IS!**

CAMPAIGNS

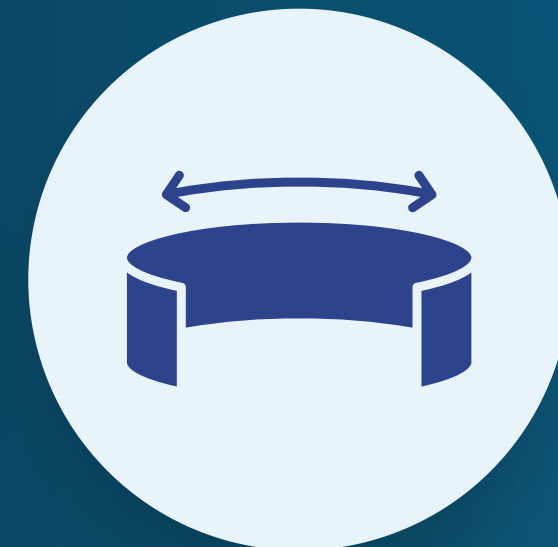
ACQUIRING USERS



ESTABLISHING BRAND
RECOGNITION



INTRODUCING GGDAB TO BRANDS,
COMPANIES, AND INFLUENCERS.



MARKETING STRATEGY PHASES

IN THE OPERATIONAL CONTEXT OF THE PLATFORM



CAMPAIGN 1

CAMPAIGN TWO

CAMPAIGN THREE

CAMPAIGN 4

PRE-LAUNCH

Regularly organizing online and offline tournaments with appealing cash and material rewards. Establishing the GGDAB brand as a frontrunner in hosting prize tournaments. Nurturing connections with sponsors, advertisers, influencers, and media within the gaming and e-sports sectors.

Utilizing the GGDAB database for newsletter/email campaigns and creating exclusive competitions for subscribers. Generating leads via tournament registration email campaigns, sending a minimum of one email monthly about platform events.

Media and PR activities involve drafting press releases and articles, optimizing websites and platforms for SEO, and positioning them for key phrases. They also encompass publications on websites and portals dedicated to gaming, e-sports, sports, and startups.

Collaborating with brands and amicable influencers to promote the platform and tournaments. Promoting at conferences and industry events. Establishing a database of key opinion leaders (KOL) for the platform launch. Leveraging partnerships, sponsors, and media to enhance the brand image.

LAUNCH

Organizing a large tournament, both online and offline, with appealing cash and material prizes. Enhancing the GGDAB brand as a prominent organizer of prize tournaments. Cultivating enduring relationships with sponsors, advertisers, influencers, and media from the gaming and e-sports sectors.

Creating marketing and advertising campaigns, encompassing social media and advertisements, utilizing advertising software tools like Google Ads.

Creating press releases and articles for the platform launch, utilizing paid and free promotion. Posting content on websites focused on gaming, e-sports, sports, and startups. Marketing tournaments via the media.

Collaborating with renowned brands and influential figures to launch the platform and endorse influencers' videos and players. Executing promotional campaigns with influencers utilizing paid tools. Sustaining partnerships with influencers. Securing sponsors for tournaments and fostering collaboration with the developer.

POST-LAUNCH

Sending push notifications and providing exclusive promotions to platform followers. Creating time-limited offers for new newsletter subscribers. Encouraging referrals from friends and utilizing integrated user acquisition tactics.

Ongoing paid advertising and marketing initiatives across platforms like social media and Google Ads, partially supported by revenue. Primarily emphasizing programmatic advertising and associated resources. Broadening presence on social media involves unveiling partnerships, content marketing, hosting contests, and other promotional endeavors.

Creating press releases and articles about significant platform milestones, including events, user accomplishments, and partnerships, utilizing both paid and unpaid promotional methods. Posting on gaming websites.

Collaborating with brands and local influencers, including partnering with individuals who hold sway in the local market. Preparing to launch the application in new markets in alignment with the business plan, considering the user and partner count in each country/region. Engaging in partnerships with brands and projects, encompassing both paid and unpaid collaborations.

USER ACQUISITION FEATURES INTEGRATED INTO THE PLATFORM

REFERRAL PROGRAM WITH A BONUS STRUCTURE:

- Implementation of a referral program rewarding users for inviting friends to GGDAB.
- Providing appealing incentives like exclusive content or special privileges.
- Encouraging users to share information about your platform to enhance brand awareness.

COLLABORATIVE MARKETING:

- Forming alliances
Collaborating with game developers whose users may be drawn to the platform, and developing joint advertising campaigns to boost the visibility of games on the platform.
- Establishing a framework of commission agreements with game developers, whereby a portion of the game's earnings is directly allocated to them.
- Introduction of a program that rewards developers for their accomplishments.
Revising their approach to the game on the platform.

ACQUIRING USERS THROUGH GAME INTEGRATION:

- Concentrate on attracting users who are already enthusiasts of the games that will be integrated into the GGDAB platform.
- Developing focused marketing campaigns that showcase the accessibility of preferred games on the platform.
- Leveraging social media, online communities, and influencers to attract potential users.
Presenting distinctive characteristics and advantages.

REGULAR TOURNAMENT ORGANIZATION

ORGANIZATION OF REGULAR TOURNAMENTS PRIOR TO PLATFORM LAUNCH.

- Arrangement of online and offline tournaments prior to the platform's launch, featuring cash prizes.
Accurate
- Establishing the GGDAB brand as a tournament-hosting brand with prize-winning opportunities.
- Establishing a network of connections with sponsors, advertisers, influencers, and gaming and e-sports media.

FREQUENT TOURNAMENTS ON THE PLATFORM:

- Organizing regular and thrilling tournaments on the Day of Duel platform to draw in competitive players.
- Offering a platform for players to demonstrate their skills, earn recognition, and compete for prizes.
- Promoting tournaments through social media, gaming forums, and esports communities to stimulate interest and boost user engagement.

ONLINE AND OFFLINE AWARDS AND RECOGNITIONS:

- Attractive rewards for victors and participants.
- Awards for elite players to enhance their prestige on the platform.
- High cash prizes are awarded at one of the largest tournaments in Poland.
- Events draw in both new users and loyal players, boosting engagement and fostering an esports community.

SOCIAL NETWORKING SITES

01

DISCORD

Principal Project Manager and communication with users and projects

02

TIKTOK

Ability to access the primary target demographic aged 17-30.

03

INSTAGRAM/FB

Use of materials created on X+tiktok - opportunity to collaborate with influencers - target group 25-35 years old

04

YOUTUBE/TWITCH

Producing gaming-related content and collaborating with influencers from the gaming industry.

05

LINKEDIN

A platform for engaging with corporate clients and cultivating a professional brand image.



PROPOSAL FOR INVESTMENT

Soon our DoD will appear on Kickstarter -a crowdfunding platform for creative projects! It's the perfect place for us, and if you want to support us, we have interesting rewards prepared for you:

- Influencer dinner - a perfect evening with gaming and e-sports influencers
- T-shirt autographed by Ark Milik and/or Rojson
- ASG with Patryk "Rojo" Rojewski
- PGA Joint tour with Adam "Prescot" Mišta
- Closed training "How to become a gaming influencer" with Patryk Rojo Rojewski and gaming influencers
- Closed training "How to become a PRO gamer" with Adam Prescot-world champion in Battlefield III and PRO gamers
- and many other prizes, bonuses

SUPPORT US ON KICKSTARTER

SUPPORT US ON
KICKSTARTER





INVESTOR'S PROPOSITION

GGDAB is a company providing a distinctive chance to invest in the future of entertainment. Partner with esteemed personalities from the sports and gaming realms to benefit from the rapidly evolving entertainment industry. Seize the moment and invest in GGDAB to unlock exceptional opportunities!

FINAL INVESTMENT ROUND!

**HAVE
QUESTIONS?**

CONTACT

SZYMON GACZEK

CEO OF GGDAB

508 233 350

SZYMON.GACZEK@GGDAB.COM

