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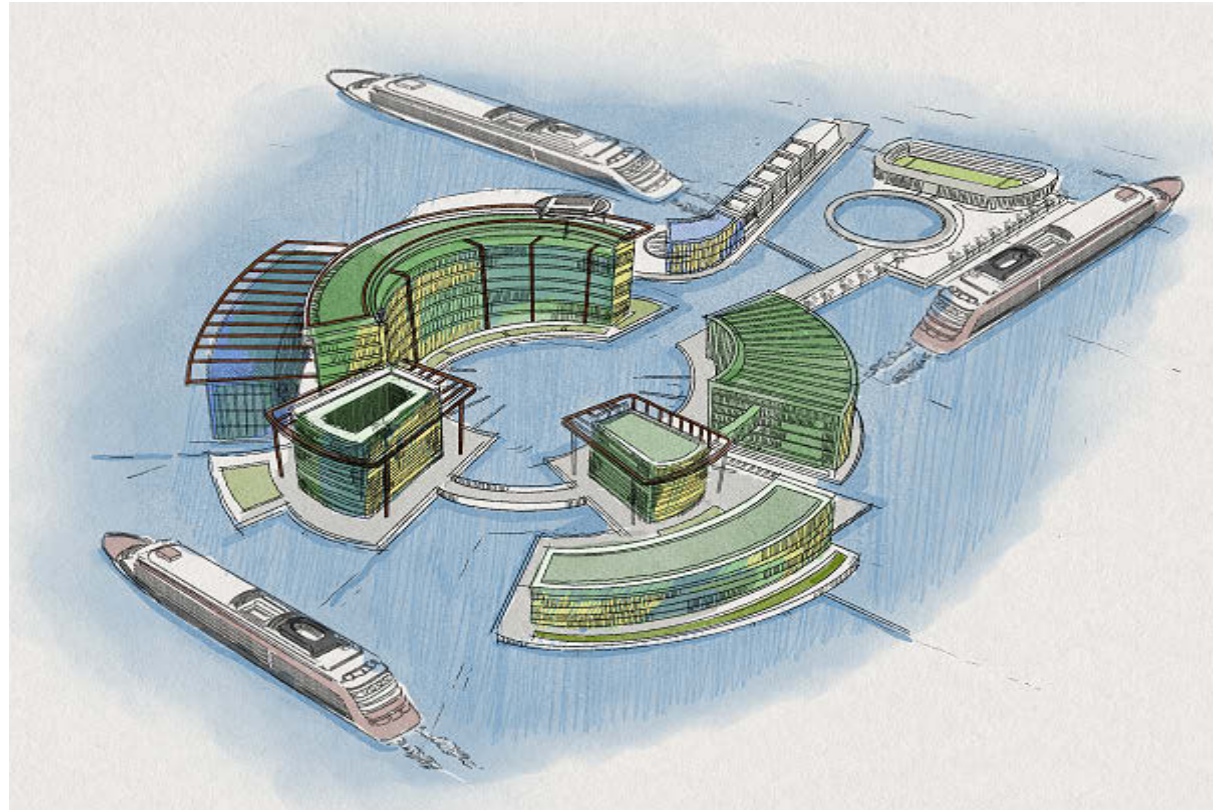
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PITCH DECK

January 2024

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Executive summary

Huge market potential

1. The cryptocurrency services market size will reach \$5.25 billion in 2023
2. Forecasted +12.50% CAGR for the next seven years
3. Estimated market to reach a value of more than \$11.98 billion by 2030

Solid business concept

1. We pioneer innovative solutions in the field of cryptocurrency and blockchain
2. We empower customers to immerse themselves in a world of possibilities
3. We generate revenue by charging customers with cruise packages

Attractive investment prospect

1. Strong potential, with forecasted sales of \$1.04 billion in five years
2. Strong profitability, with 30.00% EBITDA / Sales and high cumulative FCF
3. Low risk investment with a forecasted profitability reached within one year

Mission statement



Our mission centers on the establishment of a pioneering sea-stading city, designed to revolutionize the way cryptocurrency conventions are conducted.

We aim to provide our audiences with an exceptional range of innovative and accessible opportunities in the realm of cryptocurrency and blockchain technology.

What we do

Our objective is to establish a seasteading city. The initial phase entails the acquisition of a cruise ship, which will be designated for the purpose of hosting cryptocurrency conventions onboard. This endeavor is rooted in the belief that it can offer a cost-effective alternative to the presently expensive cryptocurrency conventions, where attendees are burdened with expenses for sustenance, beverages, and accommodations.

Revenue generation will follow a model similar to established cruise lines. Our pricing structure will mirror that of conventional cruises. Additionally, supplementary packages encompassing alcohol, VIP privileges, token sales in international waters, and sponsored events will be made available.

The essential requirement for funding is twofold: firstly, to infuse liquidity into a decentralized exchange (DEX) for our token sale, and secondly, for marketing.

What we do

About the Atlantis project

The Atlantis Project is positioned to attain a historic achievement by actualizing the innovative concept of sea steading. Our undertaking entails the establishment of a decentralized community that operates autonomously, independent of the influence of any existing nation-state. Central to this initiative is our distinctive cryptocurrency, Atlantis Coin (ATLC). Our aspiration is to materialize Atlantis City - a decentralized residential expanse situated within international waters. The distinguishing feature of Atlantis lies in our steadfast commitment to forging an inclusive and supportive community. Empowered by our system, citizens will qualify for loans, enabling them to initiate businesses and contribute to our advancement.

About the Atlantis coin

The Atlantis token is endowed with a fixed supply, allocating only 50% of the total tokens for sale during the initial coin offering (ICO). The remaining tokens will be minted and held within the Treasury, earmarked for loans and project acquisitions. This reservoir shall finance loans enabling citizens to initiate businesses and sponsor city projects. The interest on these loans will be split, with 50% replenishing the Atlantis Treasury and the residual 50% rewarding coin stakers. This framework sustains the continuous expansion and evolution of the city and its economic landscape. The Atlantis coin, distinguished by its distinctive economic model, will foster a thriving and innovative community.

The cryptocurrency services market size will reach more than \$5.25 billion in 2023 and is expected to grow at a CAGR of 12.50% until 2030 ¹

\$5.25 B

cryptocurrency services market size

+12.50%

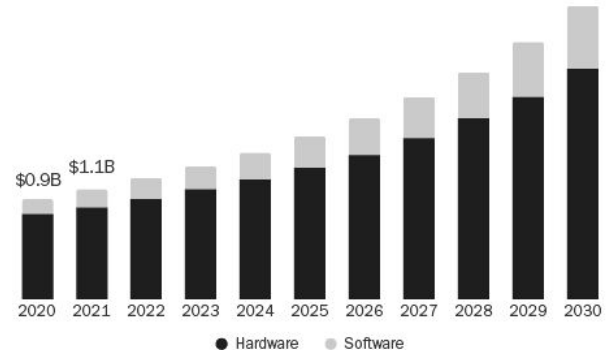
compounded annual growth until 2030

\$11.98 B

forecasted cryptocurrency services market size within the next seven years

Core market trends

The rapid proliferation of decentralized finance (DeFi) platforms, interoperability across systems, and a stronger attention towards environmental sustainability are all factors that are going to boost the market growth, revealing a big potential for companies with an innovative offering to capture growing shares.



1. Source: <https://www.grandviewresearch.com>

We aim to establish a pioneering venture to reimagine the landscape of cryptocurrency conventions, ensuring immersive experiences that foster a community of enthusiasts, investors, and innovators.

Our all-inclusive approach, inspired by established cruise lines, allows attendees to focus on enriching experiences rather than logistics.

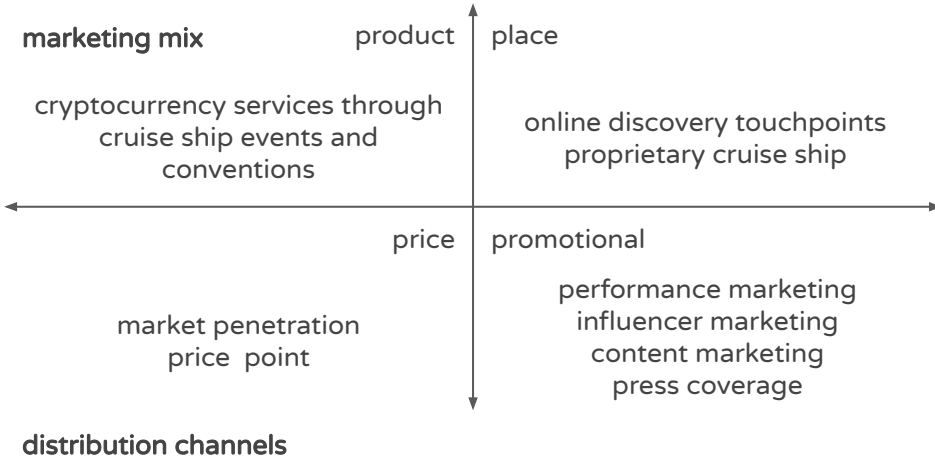
<p>Strong and tenured team S</p> <ul style="list-style-type: none">- Tenured and experienced team of professionals- Possibility to target customers with different needs- Industry traditionally associated to great margins	<p>New market entry W</p> <ul style="list-style-type: none">- New market entry now building positive reputation- Capital intensive in cruise ship acquisition- Stiff cost structure mostly featuring fixed costs
<p>Growing markets O</p> <ul style="list-style-type: none">- Possibility to scale growth at an international level- Huge market potential with a solid demand- Lack of competitors with a similar offering	<p>Negative externalities T</p> <ul style="list-style-type: none">- Rising interest rates and growing cost of capital- Possibility for new competitors to enter the market- Our services might experience a slight seasonality

The competitive landscape is characterized by a mix of established players and potential entrants, rendering the industry quite fragmented.

While a few companies have ventured into hosting blockchain-related events, no player has monopolized the market. This fragmentation signifies a space where innovative ideas can flourish, providing opportunities for new entrants to carve out a niche and differentiate themselves through unique offerings.

Competitor	Target Audience	Scale	Specialization	Innovation	Reputation
Consensus	Global	Large	General	High	Established
Blockchain Week	Global	Large	General	Moderate	Established
CoinDesk Consensus	Global	Large	General	Moderate	Established
World Crypto Con	International	Medium	General	Moderate	Emerging
Crypto Invest Summit	National/Global	Medium	Investment-focused	Moderate	Established
Token Summit	Global	Small	Tokenization	High	Emerging
Devcon	Global	Small	Developer-focused	High	Established
Crypto Finance Conference	Global	Medium	Finance-focused	Moderate	Established
BlockShow	Global	Medium	Blockchain Expo	Moderate	Established
Digital Asset Summit	Global	Medium	Diverse Assets	Moderate	Established

An integrated marketing strategy leveraging a wide array of promotional and sales channels to become a leading cryptocurrency services brand



Marketing mix and distribution channels

Our business model centers around revolutionizing the cryptocurrency conventions landscape by hosting immersive events onboard a repurposed cruise ship.

Our potential audience will have the possibility to discover more about our services through online discovery touchpoints including social media, our website and through positive word of mouth.

Our website will appear with priority compared to similar competitors on search engines thanks to a careful SEO (search engine optimization) work run on the website and through a constant publishing of blog articles.

- Direct marketing, word of mouth, and referrals
- Press, magazines, blogs, interviews, newspapers
- Landing pages for SEO and conversion funnels
- Performance marketing, Google and Instagram ads
- Social network, content and influencer marketing
- Inbound and outbound lead generation

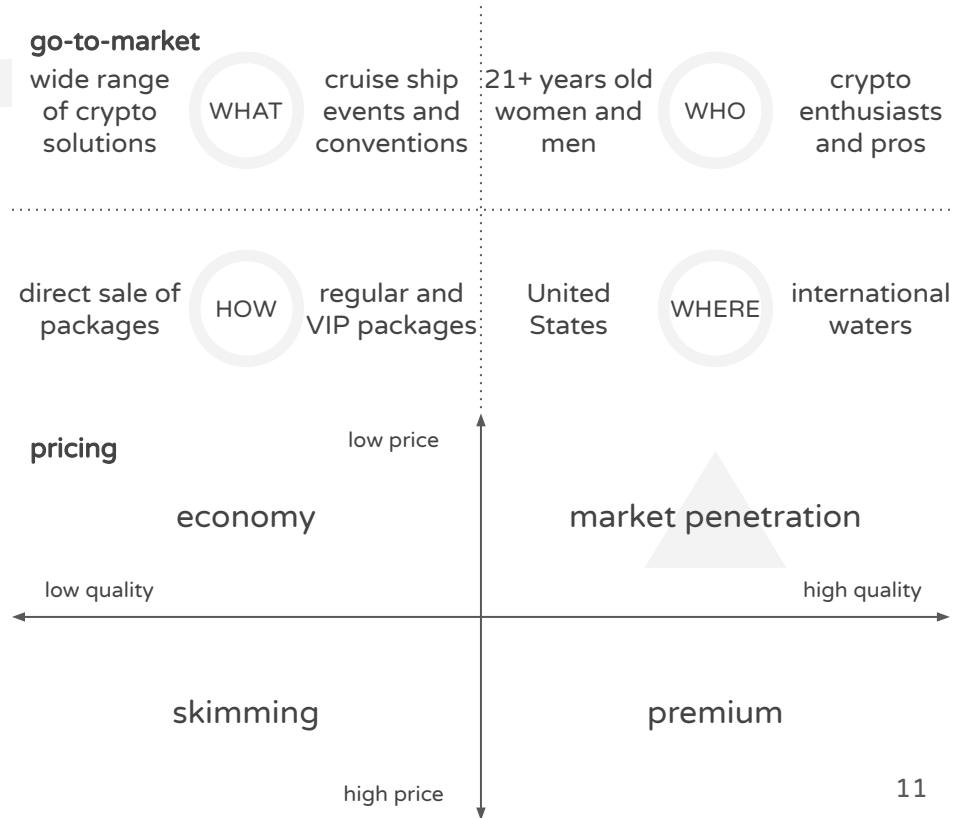
An integrated marketing strategy leveraging a wide array of promotional and sales channels to become a leading cryptocurrency services brand

Go-to-market strategy

Our primary marketing goals revolve around establishing our brand as a premier destination for cryptocurrency conventions. We aim to increase awareness, attract a diverse range of attendees, and solidify our reputation as an innovative player in the industry.

We generate revenue by charging cruise ship packages at market penetration price points, ensuring that our superior services quality will never represent a barrier to purchase for anyone.

We will advertise our service through a broad range of channels, and upon successful growth we will look into further expanding our solution offering as well as our territorial footprint.



Important to adapt marketing activities and spend to leverage several value proposition points and engage with clients with different needs

All following activities can be performed with the support of a marketing specialist touching SEO, social media management, content, influencer and email marketing.

Our target customers embody a diverse spectrum of cryptocurrency enthusiasts, investors, and professionals who seek a transformative and immersive experience in the realm of cryptocurrency:

Grow customer base via digital marketing:

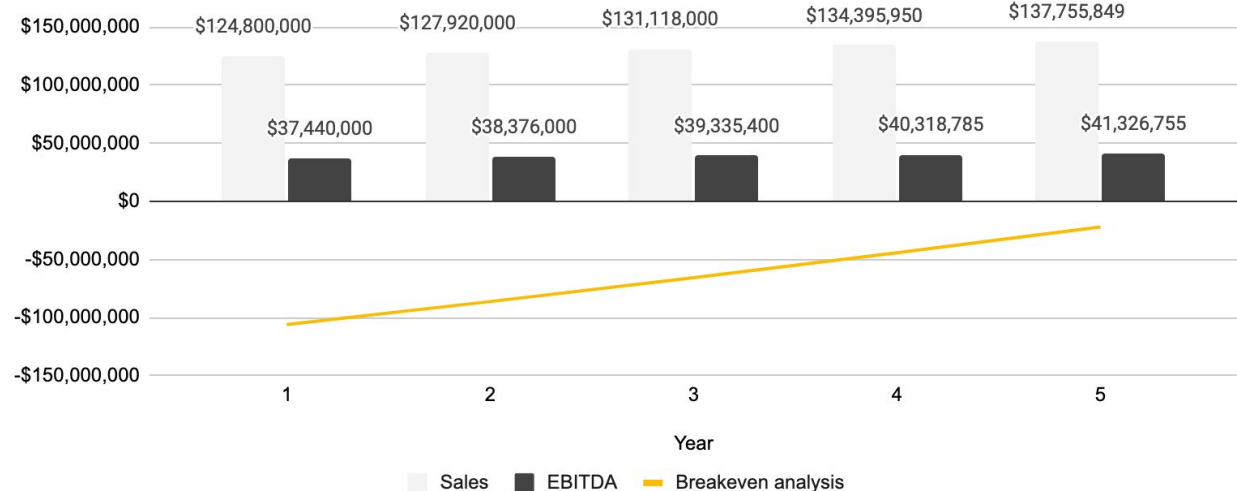
- a. **SEO:** ensure a next-generation website and updated landing pages (Website, Instagram, Facebook), allowing customers to easily navigate our solutions and check our cruise ship packages, featured amenities, convention details, and prices. Our website will be optimized with a SEO logic and feature a blog with SEO relevant articles.
- b. **Email marketing:** inbound email collection of potential leads to connect with email marketing actions and periodic updates, showcasing new convention launches, special offers and highlighting the convenience of our prices.
- c. **Content and social media marketing:** post content consistently on proprietary channels with a focus on Instagram and the blog, get featured on crypto podcasts and social media pages, as well as blockchain enthusiast directories, in order to obtain visibility, improve SEO, and elevate the reputation of our brand.
- d. **Influencer marketing:** connect with content creators and opinion leaders with a orientation towards crypto influencers, send them free tickets and invite them to showcase our cruise ship on their social media channels.

There are several cruise ships for sale at different price points. Realistically the max price point we would go after is \$125 million. We are using this price to calculate a break even. With an estimated gross margin of 87.00% we will be able to break even during our fourth year of activity and reinvest accrued profits to potentially scale-up operations at an international level without any additional capital injection required.

5 Year Forecast

- Revenue: \$1.04 billion
- Growth: 2.50%
- EBITDA / Sales: 30.00%
- ROI: x 110.58%
- Profitability: one year
- Break even: four years

Sales and EBITDA Forecast



1. Source: [datasheet](#)

Profit and loss statement

Year	1	2	3	4	5
REVENUE	\$208,000,000	\$208,000,000	\$208,000,000	\$208,000,000	\$208,000,000
Revenue from rooms rentals	\$208,000,000	\$208,000,000	\$208,000,000	\$208,000,000	\$208,000,000
COGS	\$27,040,000	\$27,040,000	\$27,040,000	\$27,040,000	\$27,040,000
Fuel	\$15,600,000	\$15,600,000	\$15,600,000	\$15,600,000	\$15,600,000
Food	\$11,440,000	\$11,440,000	\$11,440,000	\$11,440,000	\$11,440,000
GROSS MARGIN	\$180,960,000	\$180,960,000	\$180,960,000	\$180,960,000	\$180,960,000
<i>Gross margin / Sales</i>	<i>87.00%</i>	<i>87.00%</i>	<i>87.00%</i>	<i>87.00%</i>	<i>87.00%</i>
Marketing, selling and administrative	\$28,496,000	\$28,496,000	\$28,496,000	\$28,496,000	\$28,496,000
Onboard and other expenses	\$11,856,000	\$11,856,000	\$11,856,000	\$11,856,000	\$11,856,000
Other expenses	\$1,664,000	\$1,664,000	\$1,664,000	\$1,664,000	\$1,664,000
Other operating expenses	\$24,960,000	\$24,960,000	\$24,960,000	\$24,960,000	\$24,960,000
Payroll	\$20,176,000	\$20,176,000	\$20,176,000	\$20,176,000	\$20,176,000
Commissions, transportation, and other	\$31,408,000	\$31,408,000	\$31,408,000	\$31,408,000	\$31,408,000
EBITDA	\$62,400,000	\$62,400,000	\$62,400,000	\$62,400,000	\$62,400,000
<i>EBITDA / Sales</i>	<i>30.00%</i>	<i>30.00%</i>	<i>30.00%</i>	<i>30.00%</i>	<i>30.00%</i>
Depreciation	\$13,625,000	\$13,625,000	\$13,625,000	\$13,625,000	\$13,625,000
Interests	\$0	\$0	\$0	\$0	\$0
EBT	\$48,775,000	\$48,775,000	\$48,775,000	\$48,775,000	\$48,775,000
<i>EBT / Sales</i>	<i>23.45%</i>	<i>23.45%</i>	<i>23.45%</i>	<i>23.45%</i>	<i>23.45%</i>
Taxes	\$9,755,000	\$9,755,000	\$9,755,000	\$9,755,000	\$9,755,000
NET PROFIT	\$39,020,000	\$39,020,000	\$39,020,000	\$39,020,000	\$39,020,000
<i>NET PROFIT / Sales</i>	<i>18.76%</i>	<i>18.76%</i>	<i>18.76%</i>	<i>18.76%</i>	<i>18.76%</i>



ATLANTIS COIN



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