



RACE. OWN. BUILD.

THE PROBLEM

BLOCKCHAIN GAMES P2E-FOCUSED ARE NOT SUSTAINABLE.

1. **Not fun:** earnings-focused
2. **Complex:** mandatory wallet or NFT
3. **Expensive:** addressing a niche



**Web3 Users
Product**



STEPN
From 100k to 8k users

\$AXS
- 91%

\$REVV
- 98%

THE SOLUTION: ALR

EASY-TO-ACCESS AND IMMERSIVE FREE-TO-PLAY RACING GAME.

1. **Fun:** gameplay focused
2. **Simple:** no wallet nor NFT needed
3. **Free:** Available for everyone



**Mass Market
Product**



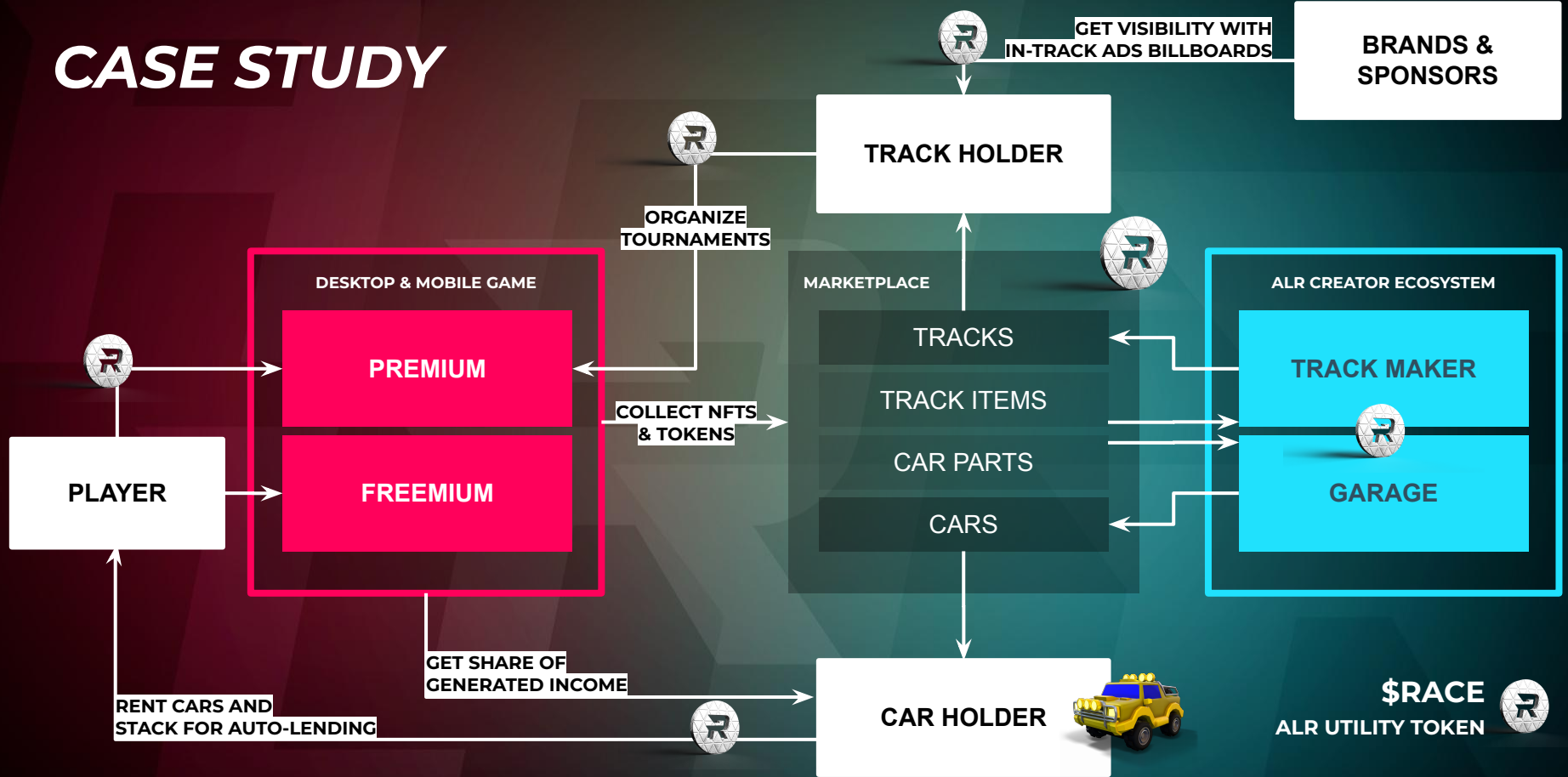
Gameplay footage

By ALR's world champion



CROSS-PLATFORM

CASE STUDY



\$RACE UTILITY

LIMITED SUPPLY OF 7,000 BILLIONS

**PARTICIPATE IN MULTIPLE
GAME MODES**

CREATE & MANAGE TEAM

PERSONALIZE CARS



EVOLVE & CUSTOMIZE TRACKS

**TRADE NFTS IN THE
MARKETPLACE**

**ORGANIZE COMMUNITY
TOURNAMENTS**

BUSINESS MODEL

SEASONAL COLLECTIONS

SELL NFTs & Tokens

- Cars & Tracks
- Pilots & Managers
- \$RACE Utility token

COMMISSIONS

- Secondary market
- Marketplace
- Renting

CREATOR ECONOMY

- Evolve track
- Customize track
- Customize car

FREEMIUM

- Loot boxes
- Buy Retries
- Watch Ads

PAID FEATURES

- Team management
- Duels & Team duels
- Tournaments

SPONSORS

- On-track billboard
- Duel betting
- Team

COMPETITION

Bridge the gap between blockchain and gaming

	ALR	REVV	Coin Racer	Infinite Drive	Nitro League
Game live	YES	yes	waiting v2	yes	no
NFTs & Token	YES	yes	yes	yes	yes
Free to play + Freemium	YES	no	no	no	no
Track & car maker	YES	no	no	no	yes
Mobile version	YES	no	no	yes	no
Wallet free	YES	no	no	no	no
Team mode	YES	no	No	no	yes

TRACTIONS

Live browser game
5,000 RACERS
500,000 RACES



50 PARTNERS
200 TOURNAMENTS

Ultra-active community
DISCORD 3,000
TWITTER 5,000



Mobile Version
shipped before christmas

Genesis collection
6,666 cars
SOLD OUT



Official Solana partner
Hacker House & Breakpoint

MARKET SIZE

Gaming = 46% of global mobile usage

Total Available Market

Video game: \$200B / 3B Gamers

Segment Available Market

Racing game: \$2.81B*

2026 - \$4,46B (projected)*

Total Obtainable Market

Share for ALR: 20M / YEAR

KartRider Rush: 169M / QQ Speed: 146M
CSR : 122M / Mario Kart: 93M / CrazyRacing: 48M

CREATIVE SENIOR BUILDERS



WEB3 DEV

 **Emmanuel Bernard**
15 years experience
Dev & Entrepreneur



GAME DESIGN

 **Matthias Martinez**
15 years experience
AAA games / Ubisoft




MARKETING

 **Robin Canet**
10 years experience
Marketing Executive




UX/UI/ART

 **Xavier Ledieu**
18 years experience
UX / UI & motion




GAME DEV

 **Jonathan Fellrath**
9 years experience
Unity developer




3D DESIGN

 **Reynartt**
12 years experience
Ubisoft and Netflix



FIN-ADVISOR

 **Aymeric**
Registered Financial
Professional



ROADMAP

2022

SEED

PRIVATE

TGE



2023

2024

2025

GAME

MOBILE BETA

Duel

SAGA / SMS
INTEGRATION

MOBILE BETA
(Clash Racing)

MOBILE
RELEASE

Team duel

Desktop app

Multiplayer

Console / VR / AR
Other game modes
(Arena / Soccer...)

ECOSYSTEM

Temporary XP system - **pre-token**

Pilot & Manager - Tool suite

Garage (customize your car)

TRACK SPONSORING

Track NFTs
TRACK MAKER

Marketplace

SEASON EVENTS AND CONTENT

MARKETING

Community building, partnerships, press

Ambassador program

**MASS MARKET
USER ACQUISITION**

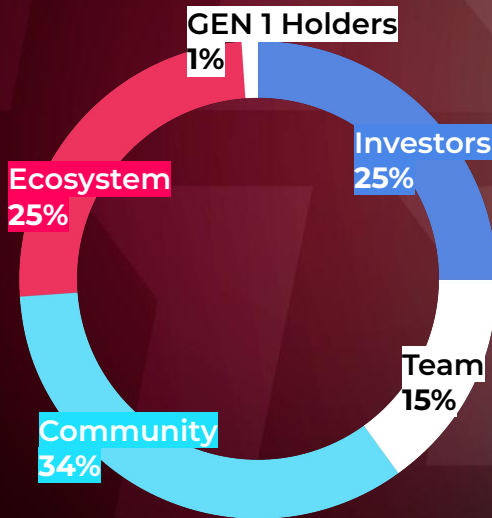
FUNDRAISING



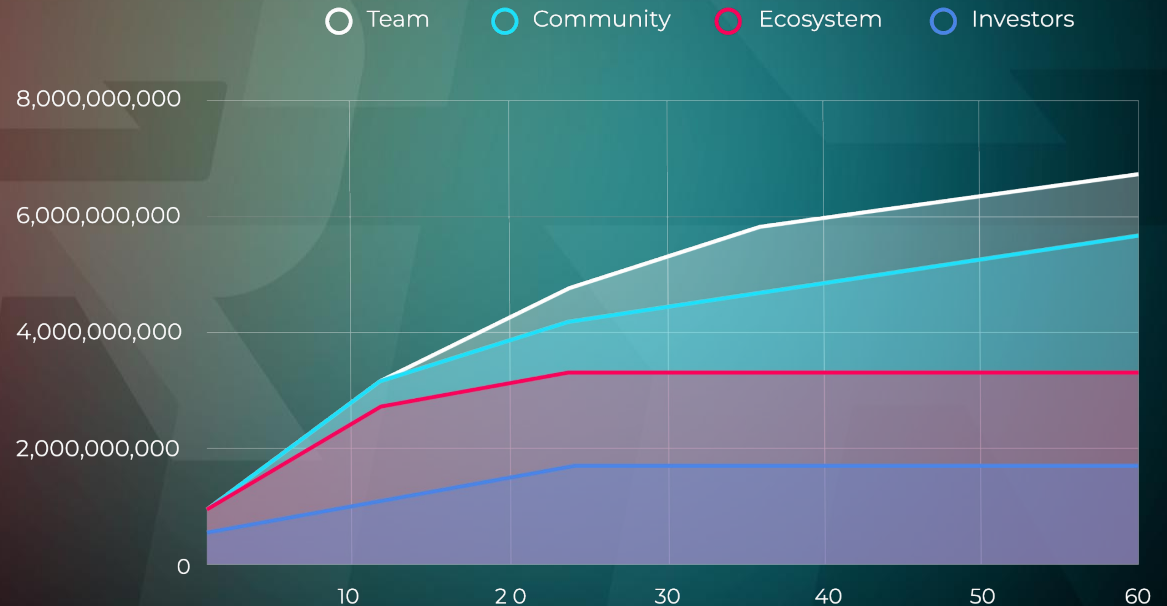
	Seed (Current round)	Private	Public
Fundraising amount	\$910,000	\$1,197,000	\$1,134,000
Offering price	\$0,0013	\$0,0019	\$0,0027
# of tokens	700,000,000	630,000,000	420,000,000
% of supply	10%	9%	6%
Fully diluted Valuation	\$9,100,000	\$13,300,000	\$18,900,000
Vesting	12 months cliff 24 months vesting	9 months cliff 24 months vesting	0 month cliff 0 months vesting



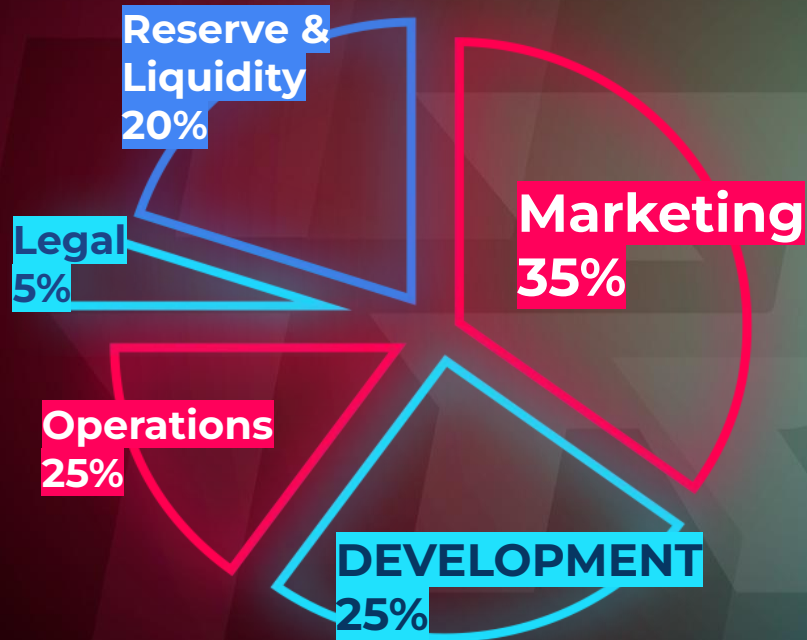
\$RACE DISTRIBUTION



IN 5 YEARS



USE OF PROCEEDS



Agile development

- Focused on **delivering value**
- Stay small & **move fast**
- Deliver in **iteration loops**
- User **feedbacks**
- **Constant quality control**



SEED PRICE \$0,0013
PUBLIC PRICE \$0.0027

contact@alphaleagueracing.com

LET'S SHAPE GAMING TOGETHER
SEED FROM \$50,000 TO \$250,000
ENTER THE RACE WITH ALR

SOLANA

Marinade

SonarWatch

PYTH

Metavillage

COBAN

GHOSTRID

DESOLATES

jump_

RadRugs



The Neighborhood

Solend