

# The Lost Diamond

Feel the excitement of  
a real treasure hunt



Exploring Web3 - The future of the Internet

# The opportunity

**150,000,000 people**

are hunting virtual monsters on PokémonGo

Replace **virtual monsters** with **real money**

And let people earn money from outdoor activities

# The solution

Use Web3 and programmable money

Build a social platform for outdoor activities

Where anyone can place and solve challenges



in cities at historical places



at beautiful places



when hiking and exploring



real world challenges

# The product

## The Lost Diamond Adventure Race

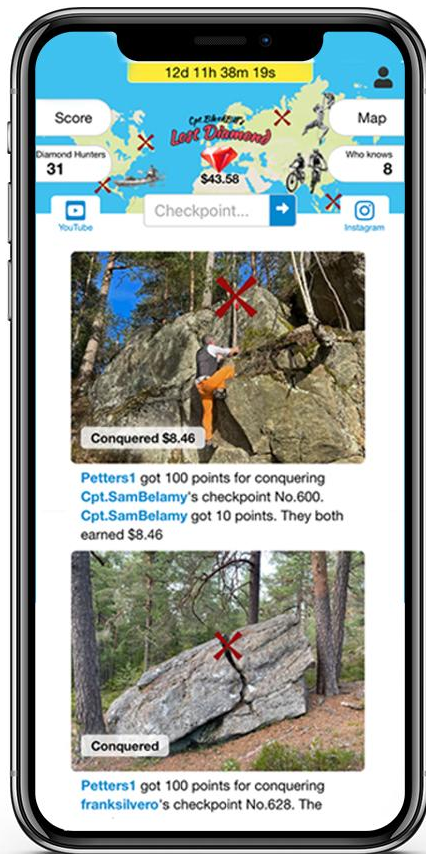
### In a nutshell

Have fun outdoors and feel the excitement of a real treasure hunt.

The goal is to find The Lost Diamond by solving challenges.

If you find it first, the money is yours.

Money can be sent to anyone in the world in less than 3 seconds.



### In more detail

Earn money by placing Checkpoint NFT Challenges.

Learn how a legally registered DAO operate.

See how programmable money, smartcontracts and blockchain works.

Become a shareholder and learn about DAO governance.

Get a VISA-card from Coinbase and see how easy it is to spend the money you earn in your local store.

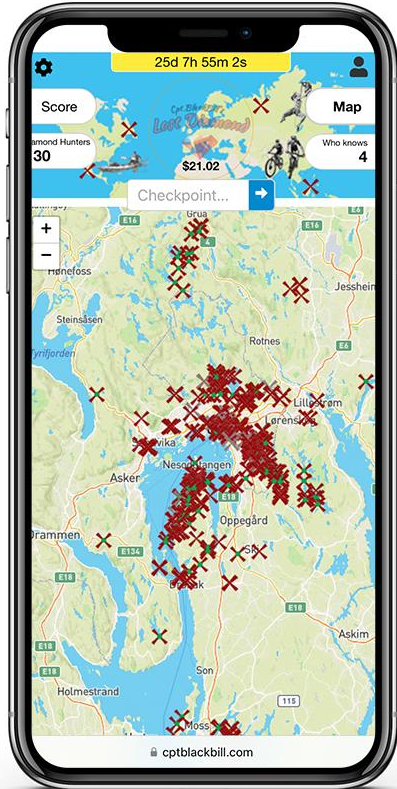
Use Web3 authentication and connect to other Web3 tools.

See how Web3 solutions is global by default, more secure and enables creators to monetize their content.

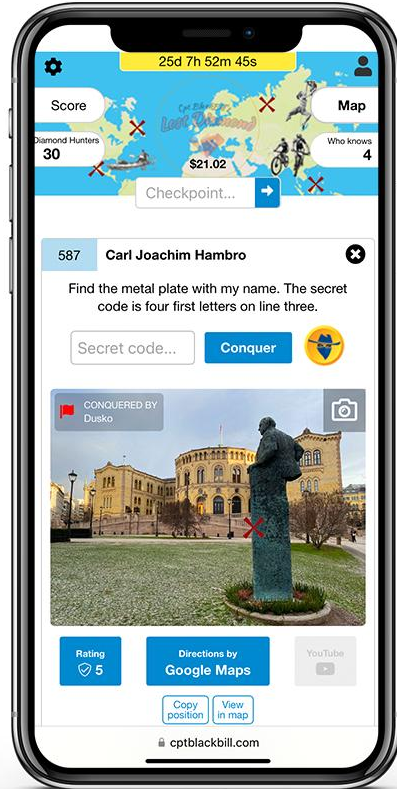
See how open-source and transparency creates trust, collaboration and innovation.



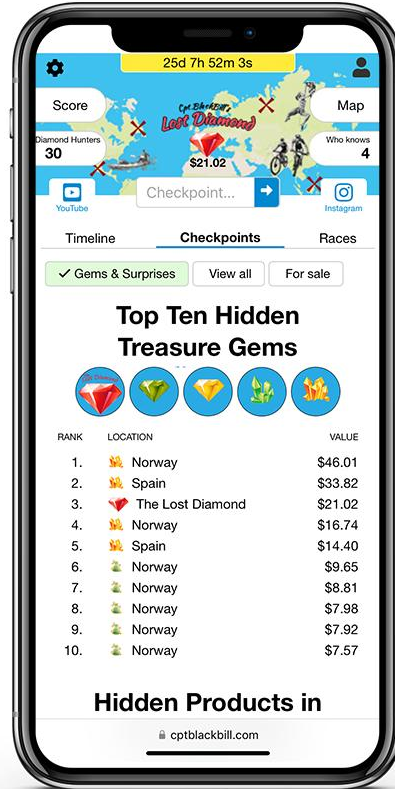
# How it works



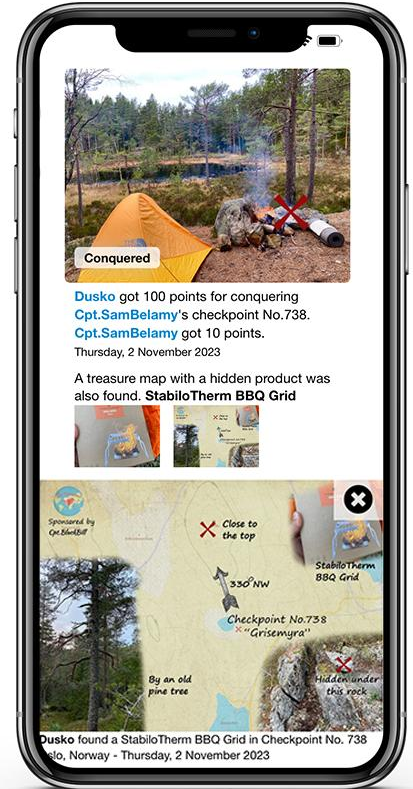
Find challenges on the map



Solve challenges by secret codes



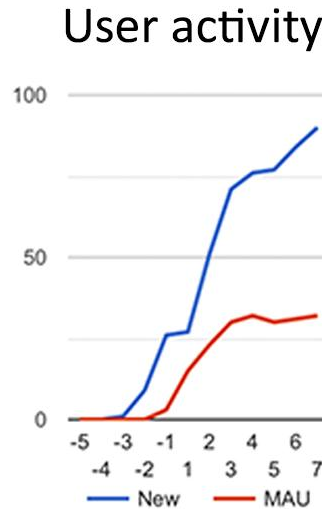
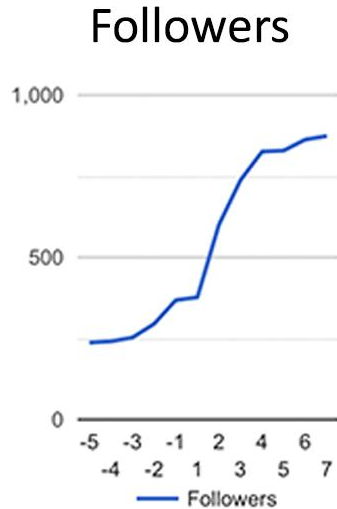
Challenges can contain real money



Challenges can contain hidden products

# Traction

We have started a 50-week period to achieve Product Market Fit.



### User retention

	NEW USERS	7-DAY RETENTION	14-DAY RETENTION	30-DAY RETENTION
	91	25.40%	23.73%	10.00%

COHORT	NEW USERS	W1	W2	W3	W4	W5	W6	W7	W8
Nov 17 - Nov 23	2	0%							
Nov 10 - Nov 16	3	67%	33%						
Nov 3 - Nov 9	2	50%	0%	0%					
Oct 27 - Nov 2	5	40%	40%	40%	0%				
Oct 20 - Oct 26	5	0%	0%	0%	0%	0%			
Oct 13 - Oct 19	6	17%	17%	17%	0%	0%			
Oct 6 - Oct 12	2	50%	50%	50%	50%	0%			
Sep 29 - Oct 5	14	50%	50%	50%	36%	29%			
Sep 22 - Sep 28	33	27%	27%	24%	18%	18%			
Sep 15 - Sep 21	2	0%	0%	0%	0%	0%			

Waiting for data

FOLLOWERS

**899**

Insta + YouTube

NEW USERS

**91**

MONTHLY ACTIVE USERS

**31**

PAYING CUSTOMERS

**8**

\$3 for one week level-up

# Market size

**70,000**

are doing recreational orienteering in Norway

**200,000**

are chasing poles on Stolpejakta

**150,000,000 people**

are hunting virtual monsters on PokémonGo

# What makes it unique

We have replaced virtual monsters with real money

We use programmable money and can send money to anyone in the world in less than 3 seconds

The users are the most profitable and earn money on their content



# The magic

Checkpoint owners  
**earn the same**  
as the conquerors

Making checkpoint creators the most  
profitable part in the eco-system.

Resulting in a word of mouth  
exponential growth.



## The Lost Diamond was conquered!

Congrats! [Hansemann](#) found The Lost Diamond No.21 in checkpoint No.30 and earned \$31.34. The checkpoint owner, [Cpt.SamBelamy](#), also earned \$31.34. [anneta](#) was the first to know where the diamond was hidden and earned \$3.13. The total value in The Lost Diamond was \$65.81  
Less than one hour ago.

# **Business model**

## **Subscription**

\$3 dollar per week to level-up from the free tier

## **Advertising**

Fees for product placement and Popup-surprises

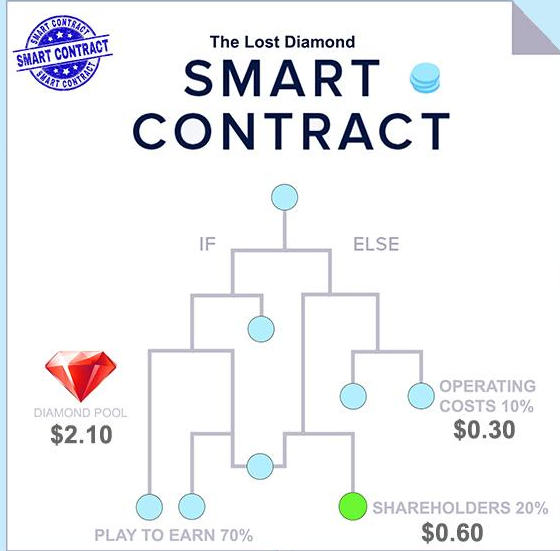
## **Marketplace**

2% provision on trading NFTs

## **Fee-for-service**

5% provision on public race events

\$3 for one week level-up



70% to users (P2E)    20% to shareholders    10% operational costs

# Cash dividend forecast

The business model is executed by the smartcontract

20% cash dividend is paid out to shareholders every time The Lost Diamond is conquered

Annual payout for 10% share when x MAU are paying \$6 per month

MAU	8	100	1,000	10,000	100,000	1,000,000
Annual payout	\$11	\$144	\$1,440	\$14,400	\$144,000	\$1,440,000



We are here after 8 weeks

0.66% of PokémonGo

# Key members



**Bjørn Omsland**  
Creator

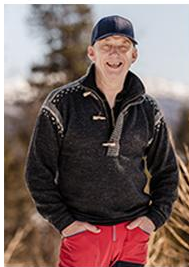
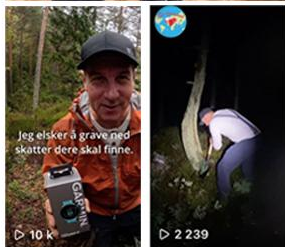
aka: BearLand.Gm & CptSamBelamy

Full stack developer with 25 years experience. Has worked with several entrepreneurs in Norway.

Started working with Bitcoin in 2017 and is an expert on blockchain technology.

Has built The Lost Diamond platform on Web3 technology.

Love being outdoors with his GoPro to engage people in hunting The Lost Diamond.



**Jørn Balslev**  
Co-creator

aka: PetterBoggeru

Business developer. 40 years experience in the travel industri.



**Karl Philip Lund**  
First Member

Digital marketing expert. Behind several success stories for Norwegian brands.



**Ezra Yao**  
Youtuber "Crypto Dunker"  
Blockchain expert and communicator.



**Siv Anne Balslev**  
Early Member

Project manager. 15 years experience from the travel industri and event management.



**Ann Magrit Monhof**  
Early Member

aka: QueenOMalley

Project manager. 20 years experience from logistics and event management.



**Bent Ola Dambråten**  
Early Member

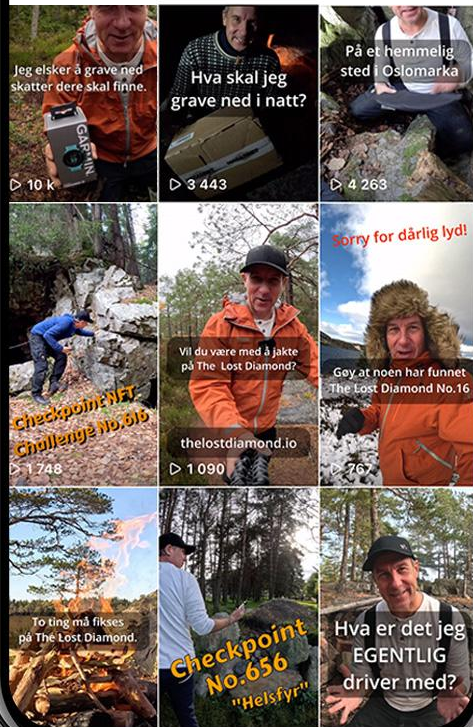
aka: CptSkeik1.gm

Project manager.

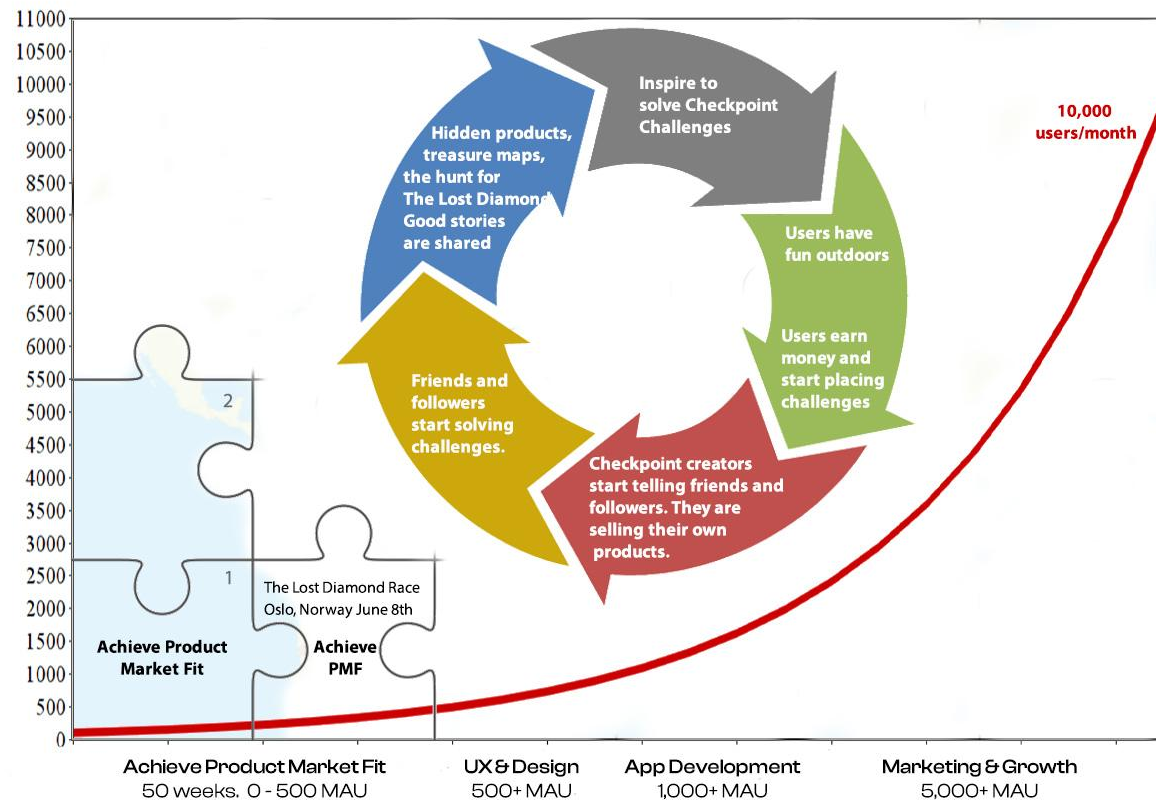


## create flywheel effect engagement

Inspire people to create Challenges.  
Tell great stories by placing Treasure Maps, Hidden Products and The Lost Diamond around users activity.



# Go to market strategy



**Goal: 22% monthly growth in Monthly Active Users (MAU)**

# Marketing

We have ideas.

But Product Market Fit is our top priority until we onboard 500+ users that love the product.

JCDecaux

A TIME2DISCOVER PRODUCTION

# The Lost Diamond

THE BATCAVE CHALLENGE  
Checkpoint No.437

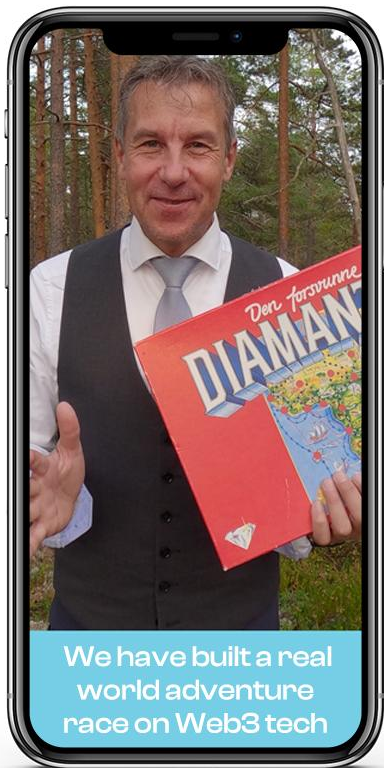
LATITUDE 61.259836    LONGITUDE 7.141956

A REAL-WORLD P2P TREASURE HUNT GAME  
NOW AVAILABLE ALL OVER THE WORLD

YouTube

SCAN ME    SCAN ME

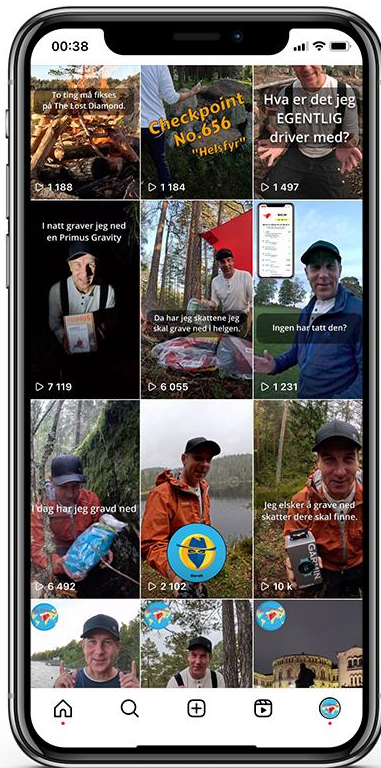




5 minute video pitch



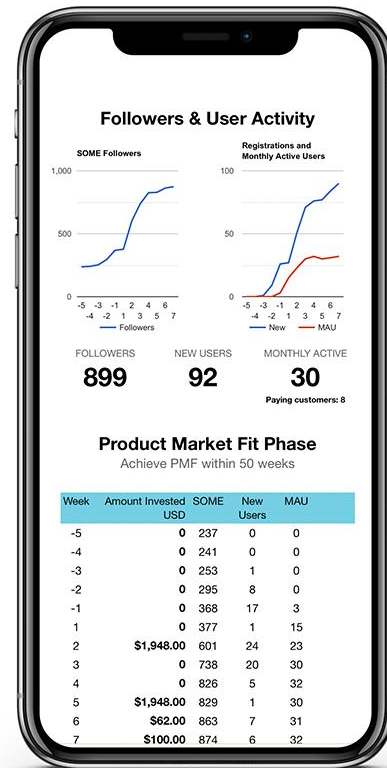
SCAN ME



Follow us on Instagram



SCAN ME



See our progress



SCAN ME

# Financial

We are looking for \$100,000 for financing the 50 week periode to achieve Product Market Fit and onboard the first 500 users.

In return we are offering 10% ownership in The Lost Diamond.

## Use of funds

A full-time equivalent to promote, test and improve in weekly cycles for the 50 week periode.	\$45,000
New logo and initial step to improve the design.	\$15,000
Fund the value of The Lost Diamond in the inital stage.	\$20,000
Operational costs, travel expenses, boost content on social media channels and hidden products.	\$20,000

Annual cash dividend for 10% ownership when x Monthly Active Users (MAU) are paying \$6 per month

MAU	8	100	1,000	10,000	100.000	1,000,000
Annual payout	\$11	\$144	\$1,440	\$14,400	\$144,000	\$1,440,000

↑  
We are here

Product Market Fit

Half way to Stolpejakt

0.66% of PokémonGo

# Why EOS Mainnet

We have built on EOS since 2018

EOS can send money to anyone in the world in less than 3 seconds

We want to contribute to make EOS a successful blockchain