

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



City and historical events



Beautiful places you want to see



Hike and Explore



Real Challenges

THE PRODUCT

THE LOST DIAMOND ADVENTURE RACE

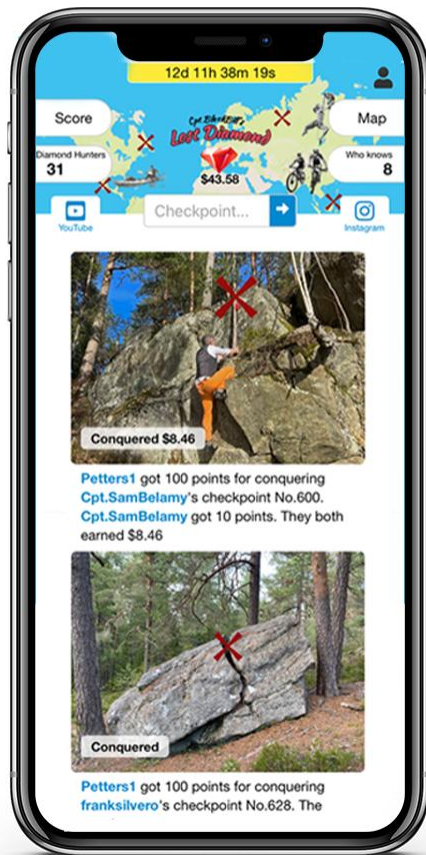
in its simplicity

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 its complexity

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.

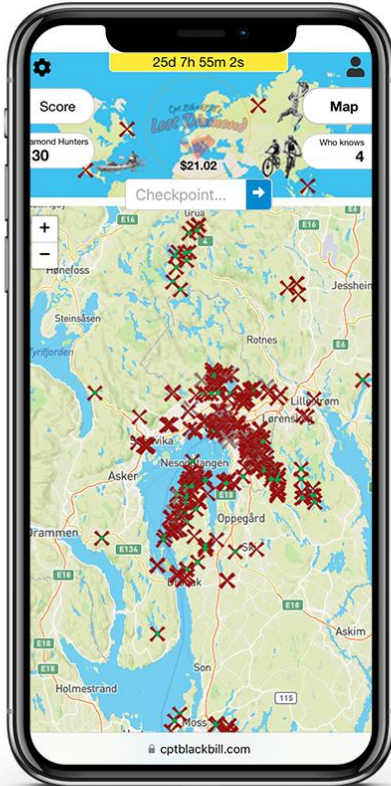
Get a VISA-card from Coinbase and see how easy it is to spend the money you earn in your local store.

Use Web3 authentication and connect to a other Web3-tools.

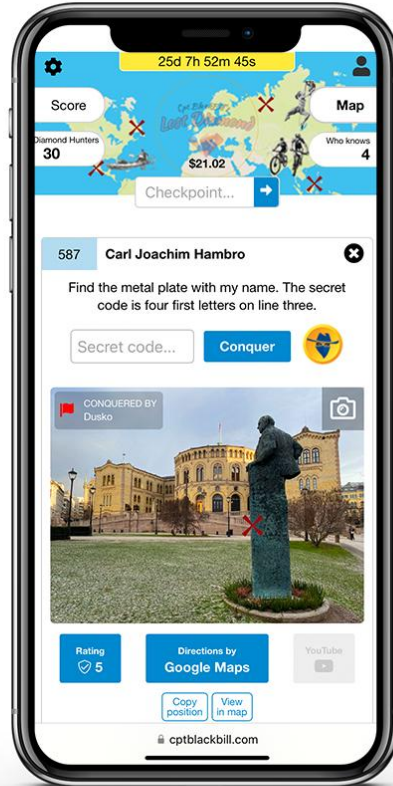
See how Web3 solutions is global by default, more secure and enables creators to monetize their content.

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

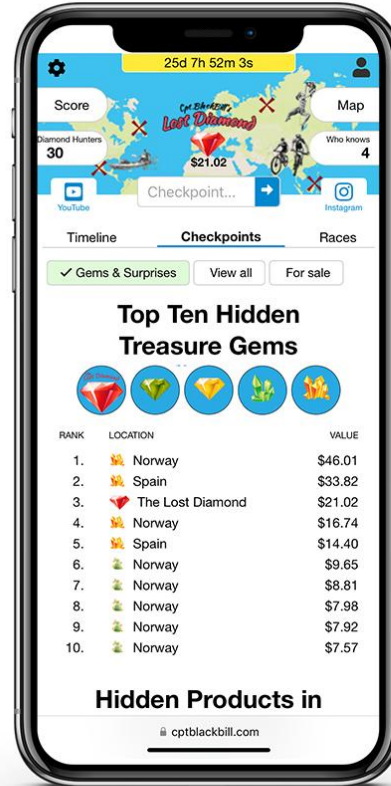
HOW IT WORKS



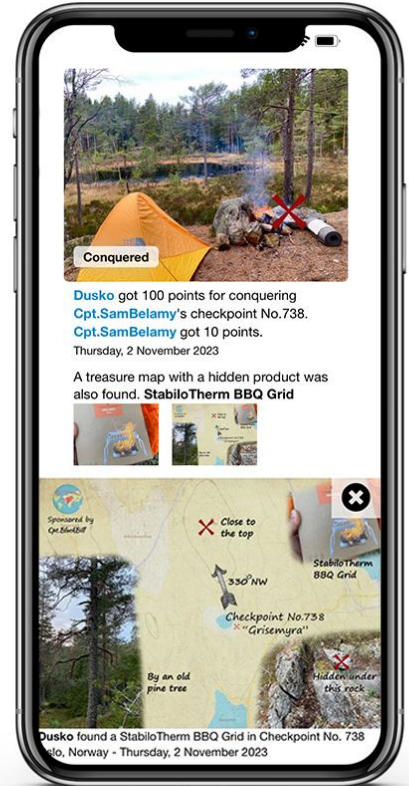
Find challenges
on the map



Solve challenges
by secret codes



Challenges can
contain real money



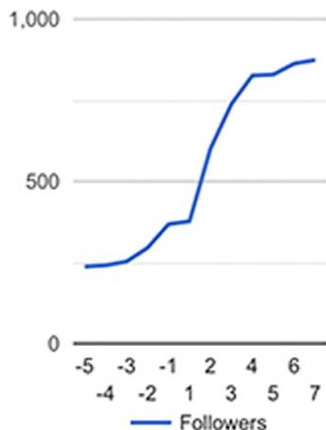
Challenges can
contain products

TRACTION

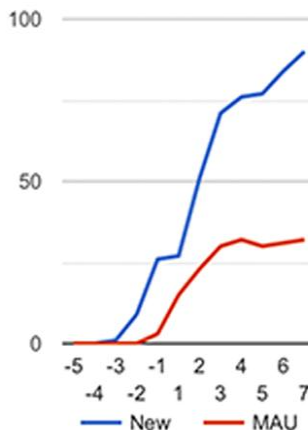
We have started a 50-week period to achieve Product Market Fit.

Status after 8 weeks - November 4th

Followers



User Activity



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

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



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.

The checkpoint owner
earns the same
as the conqueror

70% of all income is returned to the users.

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

Who then will tell friends and followers.

Resulting in a word of mouth
exponential growth

BUSINESS MODEL

Subscription

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

Advertising

Fees for product placing and Popup-surprises

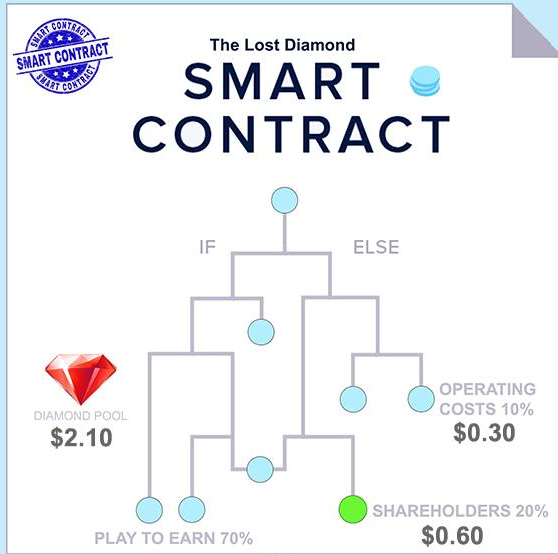
Marketplace

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% 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

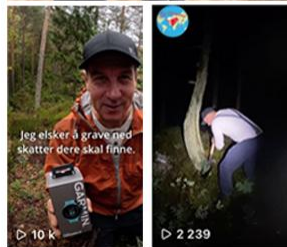
KEY MEMBERS



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.



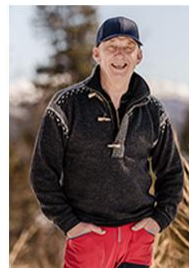
Karl Philip Lund
First Member



Ann Magrit Monhof
Early Member



Bent Ola Dambråten
Early Member



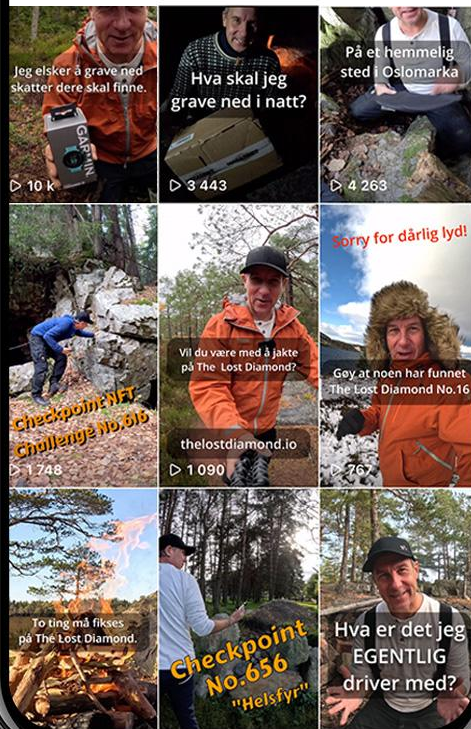
Jørn Balslev
Early Member



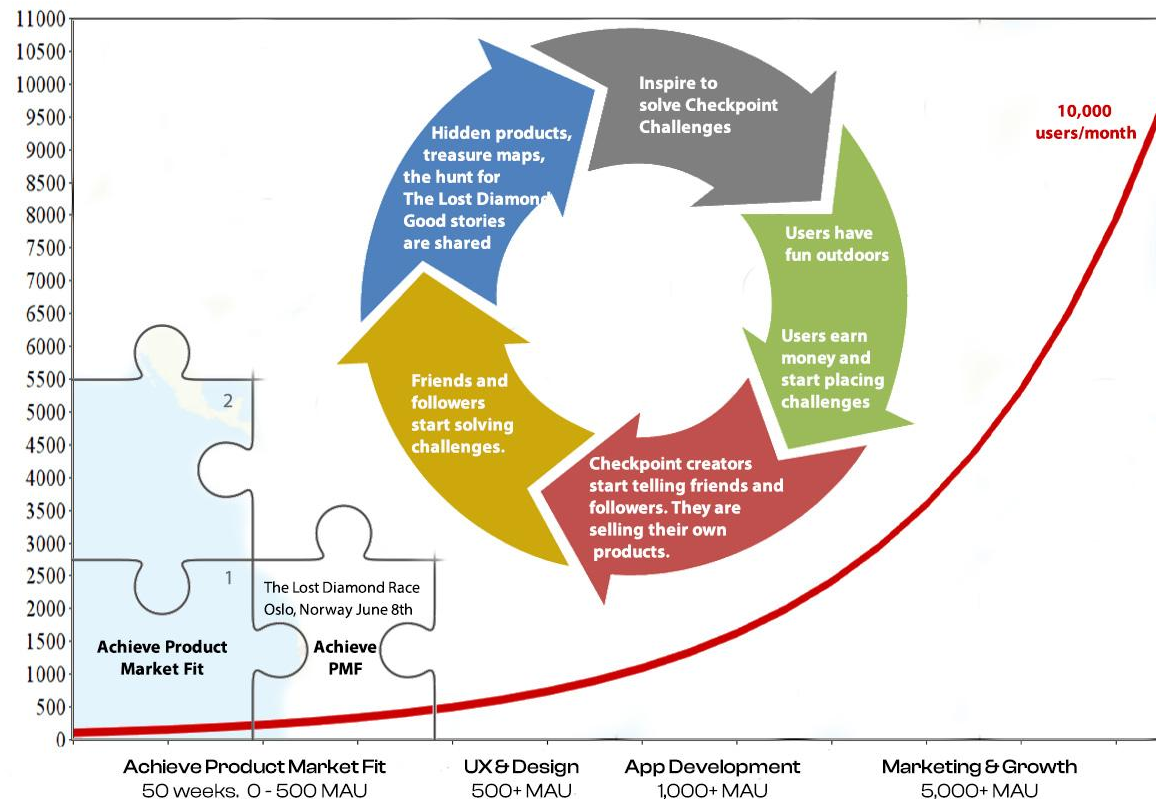
Siv Anne Balslev
Early Member

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

MARKETING

We have a lot of 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 P2E TREASURE HUNT GAME
NOW AVAILABLE ALL OVER THE WORLD

YouTube

SCAN ME

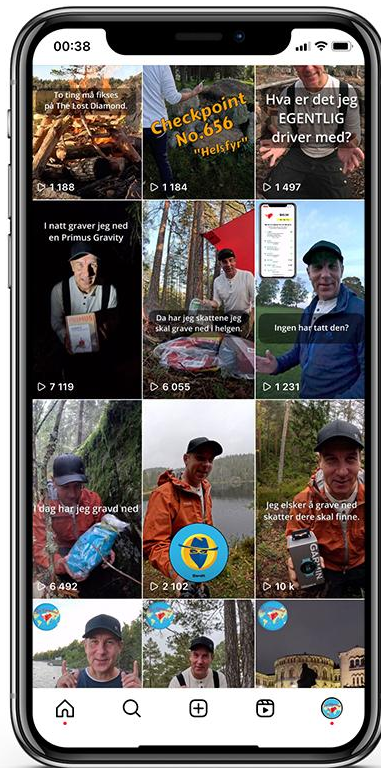
SCAN ME



5 minute video pitch



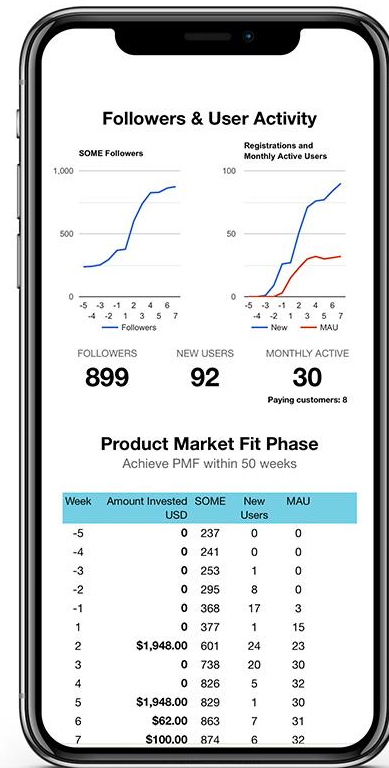
SCAN ME



Follow us 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 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

Product
Market Fit

Half way
to Stolpejakt

0.66% of
PokémonGo