



Whitepaper



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Context and Approach

Introduction

As Crypto, NFTs, Web3, and Gaming continue to flourish digitally, a gap in the physical realm will emerge, potentially hindering broader acceptance. The House of Za will bridge this gap, aiming to be a haven for both crypto newcomers and aficionados.

Envisioned as a top-tier dining and entertainment destination, the House of Za will manifest the essence of Web3 and Crypto in a tangible form. Our planned token, \$PZA, anchored in the Cardano network, will be at the heart of this integration. It's designed to ensure seamless transactions, exclusive deals, and access to crypto-centric games. \$PZA will serve as a conduit between the digital and physical worlds, offering a glimpse into crypto's real-world potential.

With foundations set to be laid in brick and mortar, and a vision rooted in the crypto future, the House of Za will epitomize the transformative potential of cryptocurrency in daily life. Our innovative approach to hospitality, combined with a commitment to crypto integration, will position us as pioneers.



Context and Approach

Challenge

The burgeoning realms of Web3, Crypto, and NFTs face a hurdle: achieving mainstream acceptance. For many, the concept of cryptocurrency can be daunting, leading to a potential disconnect between the digital and everyday experiences. The integration of crypto into tangible brands remains an untapped opportunity.

Strategy

The House of Za will integrate cryptocurrency into a familiar and inviting ambiance. Patrons will have the chance to savor artisanal pizzas, refreshing beverages, and morning brews, all while engaging with crypto. Our gaming space will cater to a wide range of preferences, from traditional games to crypto-centric ones. By intertwining tech, entertainment, and gourmet dining, we aim to offer a unique and comprehensive experience.

Our vision positions the House of Za as a bridge between the evolving digital landscape and the tangible world, underscoring the vast potential of such a fusion.



Business Concept

Distinctive Offerings

The House of Za uniquely marries culinary excellence with cutting-edge tech.

- **Gourmet Pizza:** More than just a dish, our pizza will be a blend of premium local ingredients, fresh dough, and diverse toppings, each telling a global story, mirroring the boundless world of cryptocurrency.
- **Flavorful Wings:** Expect a range of meticulously crafted wings, from classic to global-inspired tastes.
- **Quality Coffee:** Our menu will feature beans from top global regions, ensuring a rich experience, whether it's a strong espresso or a calming latte.
- **Beverage Selection:** Our bar will offer a handpicked range of premium liquors, craft beers, and varied cocktails, perfect for networking or relaxation.
- **Digital Currency Hub:** Beyond food, the House of Za will be a nexus for crypto exploration. A space for both novices and experts to dive into the digital currency realm, our blend of culinary and crypto expertise sets us apart, making every visit both delightful and informative.



Business Concept

In summary, the House of Za is more than a dining spot; it's a fusion of culinary arts and the digital currency world, bridging Web3, Crypto, and NFTs.

Ambiance & Experience

The House of Za will merge contemporary design with cozy vibes, crafting a space that unites the tangible and digital realms.

- **Tech-Infused Design:** Drawing from the crypto and gaming spheres, a prominent LED Display will showcase live cryptocurrency values, spotlighting our Cardano-based token, \$PZA. Beyond aesthetics, \$PZA will be integral to transactions and special deals.
- **Crypto Artistry:** Walls will feature crypto-centric art, resonating with both crypto veterans and novices.
- **Gaming & Engagement:** An equipped gaming zone will cater to all, with \$PZA tokens enhancing the experience, enabling gaming while awaiting orders.
- **Purposeful Interiors:** Thoughtful details, from smart lighting to sustainably-sourced furniture, will define the space. Special booths will feature wireless charging and AR menus for an elevated experience.



Business Concept

- **Beyond Dining:** The House of Za won't just be a restaurant; it'll be a forward-looking hub blending dining, interaction, and learning. It'll represent the intersection of present trends and future potentials, promising guests not just a meal, but a comprehensive journey into what's next.

Gaming at House of Za: Esports bar and Competitive Gaming Hub

At House of Za, we won't just tantalize your taste buds; we'll also electrify your gaming senses. Our vision is to craft a holistic experience that seamlessly blends gourmet dining with the thrilling world of esports and gaming.

- **Competitive Tournaments:** Enter our future arena where skill will meet thrill. We will host competitive gaming tournaments, inviting players to showcase their prowess and compete for lucrative prizes. Whether you're a seasoned pro or an aspiring gamer, our tournaments will be the stage for gaming excellence.



Business Concept

- **House of Za Esports Team:** We won't just be hosts; we'll be contenders. House of Za will have its own esports team, trained to compete at the highest levels. Representing the spirit of House of Za, our team will embody excellence, passion, and innovation.
- **Early Access & Beta Testing:** In collaboration with leading game developers, we will offer our patrons early access to upcoming titles and exclusive beta testing opportunities. Experience the future of gaming first, only at House of Za.
- **Exclusive NFT Passes:** Dive into the future of gaming with our NFT passes. These digital tokens will grant holders exclusive access and discounts on DLCs, ensuring they're always equipped for their gaming adventures.
- **Partnerships & Memorabilia:** Gaming is as much about culture as it is about competition. Through our partnerships with leading distributors, we will offer an array of physical memorabilia, from limited edition Playable Virtual Characters (PVCs) to collectibles, allowing fans to own a piece of their favorite gaming moments.



Business Concept

- **Loyalty Tokens & Fan Merch:** At House of Za, loyalty will be rewarded. Our unique loyalty token system will reward repeat patrons, which can be exchanged for exclusive fan merchandise. From apparel to accessories, wear your gaming passion with pride.
- **Conclusion:** House of Za will be more than a dining destination; it will be a gaming haven. By integrating the worlds of food, blockchain, and gaming, we aim to offer an experience that's unparalleled, immersive, and utterly exhilarating. Whether you'll be there for the pizza, the games, or both, House of Za promises an adventure that's truly next-gen.

Partnerships: Merging Traditional & Web3 Realms

As House of Za evolves, we're focused on forging partnerships that bridge the physical and digital worlds. Our aim is to blend historical business practices with future-forward crypto initiatives, crafting a unique experience for our guests.



Business Concept

Crypto Collaborations:

- **Token Rewards:** Future partnerships will allow special discounts for patrons owning specific NFTs, underscoring our commitment to the crypto realm.
- **Themed Menu Items:** In collaboration with upcoming partners, we'll introduce dishes inspired by popular NFTs and crypto projects.
- **Merchandise Space:** A dedicated area will showcase merchandise from our crypto partners, fostering a tangible link with their digital audience.

Traditional Business Alliances:

- **Crypto Onboarding:** Businesses exploring crypto can collaborate with us for insights and potentially launch token-based loyalty programs.
- **Web3 Adoption:** We'll support businesses venturing into Web3, from tokenizing assets to unveiling digital exclusives.
- **Showcase Space:** We'll provide space for traditional businesses to display exclusive products, connecting them with our diverse clientele.



Business Concept

The Road Ahead:

Partnerships at House of Za are more than business deals; they're built on shared visions. We aim to create an environment where digital enthusiasts enjoy real-world offerings, and traditional patrons explore the digital realm. We're open to collaborations aligned with our mission, positioning House of Za as the nexus of hospitality, blockchain, and commerce.

Merchandising & Shopping at House of Za: A Fusion of Luxury, Tradition, and Web3

At House of Za, we're not just redefining dining; we're also setting a new standard for retail. Our establishment will be a hub where luxury meets the digital age, offering a curated selection of high-end products, rare collectibles, and innovative phygitals, all under one roof.

- **Luxury Brands & Exclusive Collections:** Our retail space will showcase an exquisite range of luxury brands, offering everything from high-fashion clothing to premium accessories. Whether you're in the market for the latest designer wear, elegant bags, luxury watches, or bespoke jewelry, House of Za will be the go-to destination for all things opulent.



Business Concept

- **Web3 Merchandising & Branding:** In our commitment to embracing the future, we're pioneering a unique initiative: providing NFT projects from across various blockchain platforms a brick-and-mortar space to showcase and sell their products. Recognizing the challenges Web3 brands face in gaining retail acceptance, House of Za will bridge this gap, offering these brands a tangible storefront to reach a broader audience.
- **Integrating Traditional Brands into Web3:** House of Za will play a pivotal role in ushering traditional brands into the Web3 ecosystem. By collaborating with established brands, we aim to facilitate their transition into the digital realm, offering them the tools, platforms, and expertise to navigate the world of NFTs, blockchain, and decentralized finance.
- **Rare Collectibles & Nostalgia:** For the collectors and enthusiasts, our space will be a treasure trove. Explore a world of rare collectibles, including:
- **Graded Cards:** From iconic trading cards to limited editions, find cards that have shaped pop culture, all preserved and graded for authenticity.
- **Graded Comics:** Discover the stories that have defined generations, from iconic issues to rare finds.



Business Concept

- **Graded Games:** Rediscover the classics with graded games from beloved consoles.
- **Nostalgia Toys & Items:** Journey back in time with rare toys and items that defined generations, from action figures to vintage memorabilia.
- **Phygitals at House of Za:** Embracing the blend of the physical and digital, House of Za will introduce a range of phygitals. These unique offerings will combine tangible products with digital components, often linked via QR codes or NFTs, providing patrons with an immersive experience that bridges the real and virtual worlds.
- **Conclusion:** House of Za will be more than a culinary experience; it will be a shopping extravaganza. By seamlessly blending the worlds of luxury retail, Web3, traditional brands, and innovative phygitals, we aim to offer patrons an unparalleled shopping journey. Whether you're a fashion aficionado, a digital pioneer, or a collector at heart, House of Za promises a retail experience that's truly one-of-a-kind.



Business Concept

Tech Integration at House of Za

- **Tech-Infused Dining:** House of Za reimagines dining by embedding technology, especially cryptocurrency, into everyday experiences.
- **AR Menus:** We'll offer digital menus enhanced with AR, letting guests visualize dishes in 3D on their phones, showcasing our commitment to transparency in food and tech.
- **Crypto Payments:** Guests can pay using Bitcoin, Ethereum, or our \$PZA tokens. Our trained staff will guide those new to crypto, making digital payments as straightforward as traditional ones.
- **Crypto Gaming:** Our gaming area will feature games that reward winners with cryptocurrency, blending entertainment with crypto education.
- **Blockchain Loyalty:** Our loyalty program, powered by blockchain, will reward regulars with NFTs, offering perks like early event access, discounts, or exclusive collectibles.



Business Concept

- **Conclusion:** House of Za is more than a restaurant; it's a fusion of gourmet food and crypto insights, bridging the physical and digital worlds and previewing the future of dining.

In-Store Currency Conversion: Fiat, Crypto, and Bullion

Simplifying Crypto: Despite crypto's growth, its complexities remain. House of Za aims to make crypto transactions as intuitive as fiat ones.

Crypto ATMs: We'll house crypto ATMs, enabling patrons to:

- Swap fiat for crypto and vice versa.
- Trade between different cryptocurrencies.
- Exchange assets like Bitcoin for our \$PZA token.

These user-friendly ATMs come with clear instructions and 24/7 support

Tangible \$PZA Coins: Bridging digital and physical, we're launching physical \$PZA coins in platinum, gold, silver, and copper. Each coin has a QR code, allowing claims for digital \$PZA tokens. They're not just digital asset symbols but also potential metal investments.



Business Concept

Holistic Financial Experience: Merging fiat, crypto, and bullion, we offer a comprehensive financial journey. House of Za welcomes all, from crypto experts to novices, ensuring a deep dive into crypto, paired with our top-tier culinary delights.

In-Store Drip: House of Za's Exclusive App

- **Simplifying Crypto:** Our upcoming app, Drip, will demystify crypto, offering an intuitive gateway to digital finance.
- **Drip's Derivative Tokens:** Central to Drip are derivative tokens, designed for quick in-store transactions at House of Za, eliminating usual crypto fees and delays. While optimized for in-store use, users can transfer these tokens to their wallets, ensuring flexibility and control.
- **The Drip Experience:** Drip isn't just a token source; it's a dynamic reservoir. As patrons engage with House of Za, their Drip accounts grow. We foresee various crypto projects joining, enhancing Drip's diversity.

Drip's Value for Crypto Projects:

- **Outreach:** Each token boosts the holder base, mirroring traditional market growth.



Business Concept

- **Visibility:** Being in Drip ensures prime exposure to our active Community
- **Community Expansion:** Token distribution attracts new members, boosting engagement.

Asset Security:

- **Hot Wallet:** For everyday transactions.
- **Cold Storage Wallet:** A fortified digital vault for most assets. An upcoming Insurance Wallet will add an extra security layer.

Tracking Assets: Each token will have a unique ID in Drip, stored securely in our advanced database.

Our Security Pledge: Your asset's safety is paramount. At House of Za, we're not just safeguarding assets but honoring the trust you invest in us.



The Token: \$PZA

\$PIZZA Token: House of Za's Cardano Integration

\$PIZZA or \$PZA, our Cardano-based token, is more than a digital asset at House of Za. It's a gateway to a blockchain-driven experience, offering seamless transactions, exclusive perks, and event access.

Holders of \$PZA gain Beta testing access to top games from giants like Sony, Microsoft, and EA. This collaboration attracts a tech-savvy audience, promoting crypto literacy and positioning House of Za as a hub for food and tech enthusiasts.

We're expanding \$PZA's utility beyond our establishment. By partnering with top pizza venues, we're introducing pizza coupons redeemable with \$PZA and other major cryptocurrencies. This move enhances the token's adaptability, bridging traditional dining with crypto.

\$PZA isn't just about revenue; it's our commitment to revolutionizing dining with blockchain. It places House of Za at the intersection of culinary excellence and blockchain innovation.



The Token: \$PZA

\$PZA Tokenomics

The tokenomics of \$PZA ensures a balanced ecosystem:

- **Founder Allocation (5%):** Recognizes the founders' role and ensures their ongoing dedication.
- **Business Operations (5%):** Supports daily operations, linking the token's success with the restaurant.
- **Exchanges (5%):** Ensures liquidity and broadens the token's reach.
- **Staking and Rewards (5%):** Rewards loyal patrons and long-term holders.
- **Community Allocation (80%):** Prioritizes community ownership, reducing centralization.

There was no pre-sale or ICO; all tokens were distributed freely. This approach emphasizes equitable distribution and community-driven growth, ensuring the token's direction aligns with community interests.

Supply: 10,000,000

Policy ID:

ec6dcad2fefcf0989fa66bcef6fd6effd2b5c71f4a9ce498606b3aa2



Legion of Olympus NFTs

Legion of Olympus NFTs: Exclusive Benefits & \$PZA Staking

Introducing the 'Legion of Olympus' NFT collection, a fusion of elite dining and blockchain technology on the Cardano platform. Limited to 2,500 unique NFTs priced at 10,000 ADA each, these tokens represent our brand's premium essence and dedication to culinary and blockchain integration. Proceeds will fuel House of Za's growth.

Key Benefits & Features:

- **VIP Access:** Exclusive entry to our VIP floor, blending top-tier dining and tech.
- **Special Events:** Invitations to unique House of Za events, from concerts to crypto sessions.
- **Collaborations:** Early insights into our crypto partnerships and participation opportunities.
- **NFT Leasing:** Smart contracts allow temporary token leasing, offering potential income.
- **\$PZA Staking:** NFT owners can stake their \$PZA, earning attractive rewards.

The Legion of Olympus NFT isn't just a token—it's an experience ticket, offering luxury, privileges, and continuous innovation. As we grow, the value of these tokens will too.



Legion of Olympus NFTs

Community Empowerment & Governance:

NFT holders play a crucial role in our journey. They'll have a say in key decisions, from new collections to crypto initiatives. Additionally, they'll enjoy online and on-site perks, events, airdrops, and more.

Join the Legion of Olympus Journey:

Owning a Cult of Za NFT is an invitation to co-create House of Za's future, blending tech innovation and top-tier hospitality.

Stay Connected:

Wherever you are, the Legion of Olympus NFT keeps you connected to House of Za's pulse. Experience every exclusive offering, from virtual events to digital airdrops, ensuring you're always in sync with our ethos.

House of Za Founders Club

Overview:

The 'Founders Club' is a tribute to early supporters, recognizing their pivotal role in blending hospitality, art, and blockchain at House of Za.

Membership Criteria:

- **Stake Requirement:** Hold 1% of total \$PZA supply, reflecting commitment to our vision.



Legion of Olympus NFTs

- **Secure Storage:** Maintain this stake in a multi-signature wallet, ensuring trust and collaboration.
- **Ecosystem Support:** Part of the Founder's holdings will back staking rewards and boost exchange liquidity.

Exclusive Benefits:

- **NFT Acknowledgment:** A unique 1/1 NFT for each Founder, symbolizing their foundational status.
- **Exchange Incentives:** A share of centralized exchange profits in appreciation of liquidity contributions.
- **Staking Profits:** Earn returns for bolstering the staking pool.
- **Revenue Participation:** Share in House of Za's financial success as a token of our gratitude.

Partnership Vision:

The Founders Club, capped at 20 members, is more than just a financial commitment. It's a strategic alliance, fostering partnerships rooted in mutual growth and shared goals.

Join the Vision:

If House of Za's mission resonates with you, we invite you to be part of this elite group. Partner with us to drive a future where innovation meets excellence at House of Za.



Business Model

- **House of Za: Culinary Meets Crypto**

As digital currency reshapes finance, House of Za will blend gourmet dining with crypto's potential, crafting a revenue model for the digital age.

- **1. Culinary Revenue:** Our dishes will be more than meals; they'll be culinary adventures, reflecting commitment to quality, ambiance, and value.
- **2. Crypto Gaming:** Our gaming section will merge entertainment with potential crypto rewards, accessed via a nominal fee.
- **3. Collaborative Ventures:** As crypto gains traction, House of Za will be a hub for crypto-related collaborations, from seminars to brand events.
- **4. Ad Opportunities:** Our LED Display, updating crypto rates, will be an ad hotspot. Partnered ads will align with our brand and audience.
- **5. Strategic Alliances:** Carefully chosen partnerships will enhance our brand narrative, from tech-driven dishes to exclusive launches.



Business Model

- **6. Signature Events:** Our events, from crypto seminars to gaming contests, will establish House of Za as a crypto-culinary nexus.
- **7. Bespoke Events:** Our unique ambiance makes us ideal for innovative events, from corporate summits to niche celebrations.
- **8. Crypto Conversions:** With rising crypto-to-fiat conversion demand, we'll introduce a transaction fee, ensuring steady revenue.
- **Conclusion:** House of Za will pioneer the intersection of gourmet dining and digital finance, showcasing our innovative revenue approach in a rapidly evolving industry.

Market Landscape: House of Za's Culinary-Tech Fusion

The dining sector is split between traditional culinary spots and tech-focused venues.

- **Traditional Eateries:** Renowned for their quality and ambiance, these establishments have a loyal customer base but often lag in embracing tech trends like cryptocurrency.



Business Model

- **Tech Venues:** While catering to the tech-savvy with innovations, they often compromise on gourmet food quality. Their crypto integration is often surface-level.
- **House of Za's Unique Blend:** We aim to combine the best of both worlds: culinary excellence and tech innovation. Our offerings will resonate with age-old dining traditions, while our crypto and gaming elements will cater to the digital future. As crypto becomes mainstream, we'll be a hub for both crypto transactions and education, all within a gourmet setting.
- **Growth and Diversification:** Our growth will be influenced by crypto's rising role in daily life. We'll host crypto seminars, introduce blockchain-based loyalty programs, and collaborate with tech leaders.
- **Differentiation:** Our mix of gourmet dining, digital immersion, and crypto education will set us apart. We aim to be the go-to spot for those exploring the crypto world in a cozy, culinary setting.
- **Conclusion:** House of Za will redefine dining, blending gourmet experiences with digital advancements seamlessly.



Business Model

Target Market Analysis

House of Za's Defined Audience Spectrum:

House of Za's appeal is vast, encompassing a diverse demographic, yet is honed to resonate with specific groups. We prioritize engaging tech-forward millennials and Gen Z cohorts, known for their penchant for groundbreaking technologies such as cryptocurrency. Evidently, this group is at the cryptocurrency forefront, with 26% of millennials owning Bitcoin as of July 2023, compared to 14% of all U.S. adults.

Moreover, our outreach extends to the digitally curious – individuals possibly less versed in technology but exhibit enthusiasm towards its adoption. A notable statistic reveals that by the end of 2021, nearly 300 million people worldwide owned some form of cryptocurrency. This reflects a colossal potential market, ripe for engagement, especially when considering that the worldwide market capitalization of cryptocurrency was estimated at \$US1.09 trillion as of August 2023.

Universal Appeal Anchored in Familiar Pleasures:



Business Model

- Gastronomy, entertainment, and social connectivity are universally cherished experiences. House of Za's proposition, which marries these elements with cryptocurrency, crafts a distinctive ecosystem. While primarily magnetizing a tech-affluent younger demographic, our platform's allure equally captivates those from varying age groups intrigued by the cryptocurrency domain. For instance, in Australia, 25.6% of people owned cryptocurrency in 2022, and a study in 2023 revealed that 29% of Australian investors are interested in buying cryptocurrency in the next 12 months.

The Culinary-Crypto Intersection:

The global appetite for novel culinary experiences remains robust. According to a Technavio report, the global pizza market is projected to increase by \$51.28 billion from 2021 to 2026, accelerating at a compound annual growth rate of 6.11%. North America is expected to account for 43% of the market's growth during this forecast period. One of the significant drivers for this growth is the increasing consumption of pizza in developing countries, coupled with the rising popularity of online food orders through portals and mobile apps. By interlacing sought-after food and entertainment facets with the world of cryptocurrency and NFTs, House of Za is poised to captivate a broad spectrum of enthusiasts.



Business Model

Emerging as a Web3 Nexus:

With House of Za's infrastructure, we envision becoming a nexus for Web3 discourse. Entrepreneurs, investors, and businesses navigating the Web3 landscape would find our establishment a conducive arena for both learning and networking. Reinforcing this is the fact that the worldwide cryptocurrency market is expected to grow by 12.5% in compound annual growth rate (CAGR) by 2030.

Conclusion: House of Za's strategic positioning is designed to bridge the realms of cryptocurrency, NFTs, and Web3 with mainstream audiences. We are committed to demystifying these digital frontiers, serving knowledge and innovation - all paired with a delightful pizza slice.

Marketing and Growth Strategy

Objective:

To elevate House of Za's visibility, we're crafting a multifaceted marketing strategy, merging digital and traditional tactics to highlight our distinct offerings.



Business Model

1. Social Media Engagement:

- Platforms: Instagram, Twitter, Facebook.
- Content: Showcasing gourmet dishes and tech features.
- Strategy: Use of relevant hashtags, community interactions, and targeted ads.

2. Influencer Collaborations:

- Target: Culinary bloggers, tech experts, crypto enthusiasts.
- Goal: Access niche audiences and enhance brand engagement through shared experiences and giveaways.

3. Experience-Driven Events:

- Types: Launch events, crypto workshops, themed nights, gaming contests.
- Attendees: Influencers, media, community members.
- Benefit: Boost brand awareness and digital presence.

4. Email Marketing:

- Goal: Keep audience updated on menu items, events, and offers.
- Strategy: Build a dedicated subscriber base to foster loyalty.

5. Local Collaborations:

- Partners: Tech companies, educational institutions, community centers.
- Activities: Joint events, special offers, cross-promotions.



Business Model

- **Outcome:** Enhanced visibility and community integration.

Performance Metrics:

- **Key Indicators:** Customer acquisition cost, engagement rates, retention stats, ROI.
- **Purpose:** Guide and refine marketing approaches based on data insights.

Conclusion: Our marketing vision goes beyond just attracting customers. We aim to build a thriving House of Za community, merging culinary artistry with the evolving blockchain and crypto landscape. Our multifaceted marketing efforts are designed to position House of Za as the global hub for both food lovers and tech enthusiasts.

Financial Overview: House of Za (3-5 Year Forecast)

Startup Phase:

Initial costs cover venue acquisition, tech setup, premium ingredient sourcing, marketing campaigns, and team recruitment. These investments lay the foundation for our unique blend of gourmet dining and crypto integration.



Business Model

Operational Phase:

- After initial setup, regular expenses like rent and salaries will align with projected revenue. Main revenue streams: food/beverage sales, crypto-gaming, sponsorships, events, and reservations.
- Year one may see a net loss, but with growing interest in crypto-gastronomy, we expect robust growth, targeting profitability by year three.

Expansion Strategy:

- **Target cities:** Miami (tech and crypto hub), Dubai (futuristic and crypto-friendly), Singapore (tech and culinary hotspot), Seoul (tech-driven with crypto interest), Denver (tech and food scene), Orlando (tech growth), and Nashville (music and emerging tech scene).
- In each city, we'll tailor to local tastes while upholding our brand. Collaborations with local tech influencers and crypto events will enhance our visibility.

Future Outlook:

- Anticipated revenue growth from diverse services and a growing customer base. Profits will be reinvested into culinary enhancements, tech upgrades, and events.
- In summary, House of Za merges traditional dining with modern tech, aiming to be a leader in the crypto-hospitality domain.



Team Overview

Leadership at House of Za

Co-founders Trevor Barnett and Gregg Ledbetter fuse artistic vision, tech insight, and business expertise, steering House of Za into a crypto-centric hospitality era.



- **Trevor Barnett:** Art & Crypto Fusion
- **Education:** BFA in Illustration, SCAD.
- **Crypto Evolution:** From ADA investor in 2019 to crypto enthusiast.
- **Artistic Impact:** Lead artist for False Idols, blending art with digital platforms.
- **House of Za Role:** Merging art with crypto to craft immersive experiences.



Team Overview



- **Gregg Ledbetter:** Luxury Business Expert
- **Background:** Esteemed jeweler and global entrepreneur with a flair for luxury.
- **Vision:** Integrating blockchain with traditional business.
- **House of Za Contribution:** Leveraging business acumen to shape a unique crypto-driven destination.

In Summary:

Trevor and Gregg's combined vision propels House of Za beyond hospitality, creating a space where crypto and NFTs are celebrated. Their goal is to make House of Za a beacon for a crypto-integrated future.



The Roadmap

Quarter 4 2023

- Incorporation within the state of Florida.
- Secure trademarks and copyright protections.
- Establishment of a dedicated Business Account.
- Launch of the official House of Za website.
- Activation of House of Za's Discord, Twitter, and Instagram profiles for real-time community interaction.

Quarter 1 2024

- Proposal for Cardano Catalyst Fund.
- Compilation and release of a comprehensive Investor Prospectus.
- Release of House of Za Building Concept, architectural designs, virtual and digital modeling.

Quarter 2 2024

- Procurement of a physical headquarters in Florida.
- Unveiling of the 'Legion of Olympus' NFT collection.
- Inauguration of NFT Staking mechanism.



The Roadmap

Quarter 3 2024

- Decision on the prime location for the debut House of Za establishment.
- Premiere of the proprietary 'Drip' Prototype
- Recruitment of Chief Operating Officer (COO).
- Onboarding of Chief Technical Officer (CTO).
- Appointment of Chief Marketing Officer (CMO).
- Selection and hiring of the Head Chef.
- Hiring a Luxury Brand Ambassador
- Induction of Community Manager to enhance user engagement.

Quarter 1 2025

- Commencement of construction phase.

Quarter 1 2026

- Celebratory Grand Opening, marking House of Za's official entry into the hospitality arena.

To The Moon: Literally

- Elon, fancy launching a House of Za on the moon? Until then, we're stuck with Earth's gravity-bound pizza. Dream big, eat well!



Conclusion and Investment Appeal

Executive Overview

House of Za uniquely fuses top-tier dining with advanced web3 features, offering a fresh dining experience for the tech-savvy market.

Investment Highlights:

- **Trend Sync:** Invest in the rising intersection of dining and cryptocurrency.
- **Integrated Experience:** Merge digital interactions with tangible dining, catering to a tech-aware audience.
- **Varied Revenue:** Multiple income sources, from dining to crypto-gaming and events.
- **Broad Outreach:** Combining digital campaigns with on-ground events for maximum engagement.

Financial Outlook

Our financial projections show strong growth and profitability in 3-5 years, justifying the initial investment given our unique market position.

Closing Note

Join House of Za in redefining tomorrow's dining. We value open dialogue with investors and look forward to shaping the future of crypto-enhanced hospitality together.



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Crypto Index

Crypto Currency: Digital currency using cryptography for security. Utilizes blockchain for decentralization, transparency, and immutability.

Blockchain: Decentralized digital ledger storing data in chained blocks. Ensures data transparency and security.

Web3: Third web era. Decentralized internet giving users control over data, identities, and transactions.

Smart Contract: Self-executing contracts with terms in code lines. Operates on blockchain for transparency and irreversibility.

FTs (Fungible Tokens): Identical digital tokens, like traditional currency. Can be exchanged equally.

NFTs (Non-Fungible Tokens): Unique digital tokens representing specific ownership on blockchain. Distinct value.

Tokenomics: Economic model of a token detailing its function, utility, distribution, and ecosystem interaction.

Staking: Participating in a cryptocurrency's proof-of-stake (PoS) consensus. Earn rewards by holding and "staking" a cryptocurrency.



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Cold Wallet: Offline cryptocurrency storage. Offers high security against unauthorized access and cyber threats.

Hot Wallet: Online cryptocurrency wallet. Convenient for quick transactions but less secure than cold wallets.

Fiat: Government-issued currency deriving value from trust, e.g., US Dollar, Euro.

Cardano: Public blockchain platform for secure and scalable smart contracts and dApps.

Phygitals: Blend of physical and digital. In crypto, physical items with a digital component, often via QR codes or NFTs.

PVCs (Playable Virtual Characters): Digital avatars within virtual games or environments that users can control. Each PVC not only has unique attributes in the digital realm but also comes with a corresponding physical figurine, similar to Nintendo's amiibos, bridging the virtual and tangible worlds.

Note: Always conduct further research and seek professional advice before investing.