

Special 30 Month

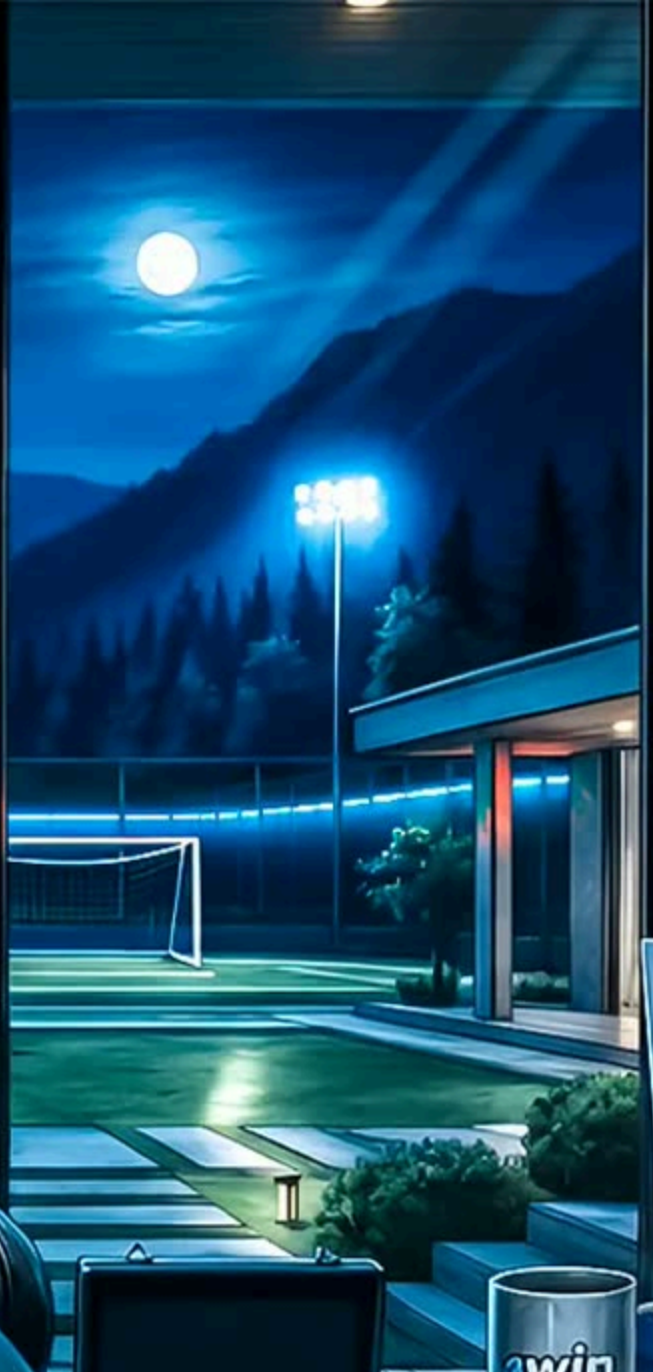
SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	1	2	3
17	13	11	14	8	9	9
16	17	22	22	15	16	10
20	24	27	28	23	23	27
28	30			29	26	28

KICK LIVE

5K Watching



SEASON 1



THE VISION & WHY THIS WORKS?

Building India's First Community-Powered Streaming Universe

More Than a Stream. **A 30-Day Community Experience**

MazeVerse transforms traditional live streams into a 30-day premium entertainment series, where every day introduces a new experience, bringing together creator collaborations, real-world moments, exclusive community participation, and one evolving storyline that keeps audiences engaged throughout the season.

The Formula

30 Days • 30 Unique Live Experiences • 1 Connected Story

Goal

Build a community people don't just watch they follow, participate in, and return to.

Why this work

30 Days • 30 Touchpoints • Continuous Engagement

Unlike traditional one time campaigns or normal marathon streams, MazeVerse is built around daily anticipation. Every stream ends with a reason to return whether it's a new challenge, surprise reward, exclusive guest, or unexpected community experience. By revealing the journey one day at a time, audiences know there's always something waiting tomorrow, creating a scheduled viewing habit, stronger FOMO, and consistent community participation throughout the season.

MEET MAZE

3/10

Maze is one of India's **fastest** growing gaming and IRL creators, known for turning every stream into an interactive experience. From gaming sessions and Omegle streams to unique IRL concepts and community challenges, his content keeps audiences engaged across YouTube, Kick, Instagram, and Discord.



3 MONTHS



35M+
COMBINED REACH



OVERALL ANALYTICS LIVE

4/10

 **120K+**
CROSS PLATFORM COMMUNITY

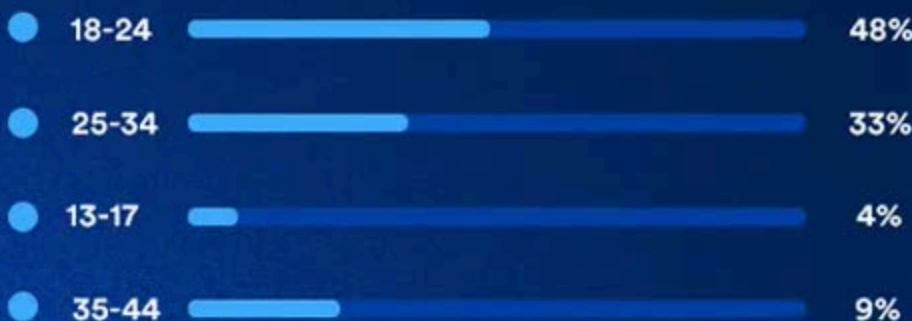
 **35M+**
MONTHLY REACH

LIVE **4.39M+**
LIVE VIEWS

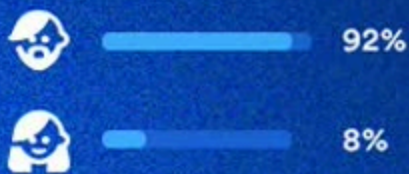
 **10K+**
ACTIVE DISCORD COMMUNITY

AUDIANCE DEMOGRAPHICS

AGE GROUP



GENDER



GEOGRAPHY



YOUTUBE ANALYTICS LIVE

43K+ TOTAL SUBSCRIBERS | **4.39M+** LIVE VIEWS | **773K+** WATCH HOURS

 6 MONTS TARGET
ROAD TO **100K** SUBS



43% COMPLETED

SUB GAINED  **36k** IN 1YR | REQUIRED GROWTH  **57k** SUBS

 6 MONTS TARGET
ROAD TO **5K** CONC. VIEWS



24% COMPLETED

AVG. WATCHING  **1k** | REQUIRED GROWTH  **56%**

71.1% RETURNING VIEWERS | **32 MIN** AVG.LIVE DURATION | **10%** CTR

KICK ANALYTICS LIVE

2.6K+ TOTAL FOLLOWERS | **8.5K+** UNQ. VIEWS

3 MONTS TARGET

Current AVG.Views **568+** | Target **1.5K**

Current Peak.Views **1.34k+** | Target **2.5K**

60K+ Followers INSTA ANALYTICS LIVE

250K+ AVG REELS VIEWS | **30M+** MONTHLY REACH

3 MONTS TARGET

Current Monthly Reach **30M+** | Target **100M**

28K+ Story AVG Views | Engagement Rate **3.35%**

THE MazeVerse EXPERIENCE

5/10

Set inside an iconic old money luxury villa in Mumbai, MazeVerse delivers a 30 days live entertainment season where every stream feels like an event. With new experiences, surprise moments, and community driven interactions every day, the project creates sustained excitement instead of one time attention.

A SNEAK PEEK INTO SEASON ONE

DAY 3

EXCLUSIVE VILLA ACCESS



A top performing player earns an exclusive invitation to the MazeVerse Villa, joining Maze live on stream for an unforgettable experience. Their journey creates authentic excitement, strengthens community trust, and inspires thousands of viewers to dream of becoming the next guest.

#DAY 7

CREATOR ARENA



Maze's top-performing community members earn the opportunity to compete alongside leading creators and influencers in an exclusive football showdown. The winning team takes home exciting rewards, including PS5s, cash prizes, and exclusive experiences, while the event generates massive social buzz through creator content, livestreams, and community wide engagement.

#DAY 14

GOA CASINO'S



Maze and a surprise creator go live from Goa, exploring its iconic casino culture through an immersive IRL stream. By bringing together two creator communities, the experience expands audience reach, drives cross community engagement, and concludes with a compelling "Goa vs 1Win" comparison showcasing how 1Win delivers the same thrill in a more convenient and accessible way.

#DAY 18

THE MVP



A top-performing member from Maze's 1win community earns the chance to live out one of their biggest dreams with Maze whether it's driving a G-Wagon, enjoying a luxury experience, or creating a once in a lifetime memory. By turning exceptional performance into unforgettable realworld rewards, the experience inspires thousands of viewers to strive for their own chance to be next.

#DAY 25

THE EQUESTRIAN EXPERIENCE



Maze and his creator friends embrace the old money polo lifestyle in a premium IRL stream, visiting a real equestrian estate to learn horse riding while exploring the culture behind one of the world's most prestigious betting sports. As a first of its kind creator culture in India, it generates massive social buzz while organically showcasing 1Win as the platform that brings the thrill of elite betting culture to a wider audience.

& ITS JUST THE BEGINNING

These are just a few chapters of the story. Over the next 30 days, MazeVerse unfolds through 25+ more experiences designed to keep the community returning every single day.

DELIVERABLES

7/10

30 Exclusive entertainment live experiences: 30 premium, story-driven livestreams on Kick featuring unique concepts, creator collaborations, community participation, and unforgettable real-world experiences.

30+ YouTube Long-Form Videos: Beyond the regular monthly uploads, every MazeVerse stream will be transformed into dedicated long form content. Additionally, 3 - 4 highlight videos featuring the best moments from each stream will be uploaded daily, maximizing replay value, discoverability, and continuous audience engagement.

150+ Youtube shorts & Reels: The most engaging moments from every stream will be transformed into high performing Shorts and Reels, extending reach, driving discoverability, and attracting new audiences across platforms. Fans will also be encouraged to create and share clips directly from Kick, with the most viewed clips earning on stream shoutouts and exclusive rewards turning the community into an active content distribution engine.

300+ Instagram Stories: Daily behind the scenes updates, countdowns, community polls, reward reveals, and live stream reminders keep the audience engaged throughout the season.

Creator Collaboration Content: Every guest creator generates additional content from their own audience, expanding MazeVerse beyond a single community.

Community Activations: Discord, Telegram, giveaways, viewer challenges, and VIP experiences keep the community engaged before, during, and after every stream.

Organic Viral Distribution: We will be Partnering with 20 - 30 of India's leading meme and clipping pages, MazeVerse will generate 1,200 –1,500+ monthly reels, creating massive social buzz. Maze will further amplify engagement through recap and reaction videos featuring the best community clips.

Brand Visibility & Expected Outcomes

Rather than relying on traditional sponsorship placements, **1Win** will be woven naturally into every MazeVerse experience. Whether it's VIP invitations, branded team kits, premium reward experiences, villa touchpoints, exclusive giveaways, or subtle environmental branding, every activation is designed to make **1Win** feel like an integral part of the story, not an interruption. This approach creates continuous, authentic brand exposure while preserving the entertainment first experience that keeps audiences engaged

For example, during the Dream Come True experience, a top-performing community member selected by Maze enjoys an exclusive G-Wagon experience, the entire luxury activation from the winner reveal and welcome experience to the event crew, rewards, and premium setup can be seamlessly powered by **1Win**, making the brand a natural part of the story rather than a traditional advertisement.

Expected Outcome

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Over the course of Season One, MazeVerse is projected to generate **400–500 Million+** cumulative reach across Kick, YouTube, Instagram, and community-driven distribution. Through 30 premium livestreams, 30+ long-form YouTube videos, 150+ Shorts & Reels, 300+ Instagram Stories, creator collaborations, 1,200 - 1,500+ meme and clipping page uploads, and thousands of community-generated Kick clips, the campaign is designed to create continuous visibility, sustained engagement, and high intent traffic maximizing brand recall while positioning 1win at the center of one of India's largest creator led entertainment and most result driven campaign.

With an estimated reach of 400 - 500M+ impressions, MazeVerse is expected to generate approximately 100k - 150K+ new user acquisition and 20k - 40K+ estimated FTDs. Combined with continuous community engagement throughout the season, the project is designed to deliver long term growth while maintaining a lower CPA than traditional influencer campaigns.

PROJECTED BUSINESS IMPACT

From Massive Reach to Real Results - Driving New Users & FTDs for 1Win

Note: Figures shown are projected estimates based on comparable creator campaigns, industry benchmarks, and expected campaign performance. Actual results may vary.



400 – 500M+

Campaign Impression

Total cumulative reach across youtube, kick & community distribution



100K – 150K

New User Acquisition

Projected new user sign-ups driven through high-intent traffic and creator influence.



20K – 40K

Estimated FTDs

Projected first time depositors based on industry benchmarks for high engagement campaigns.

More Than a Partnership

We're Not Building Campaign. We're Building a cool Culture.

MazeVerse isn't another influencer campaign built around temporary reach. It's a creator-led entertainment universe designed to produce stories, conversations, and moments that live far beyond a single stream.

Our goal isn't simply to promote 1Win, it's to make the brand behind experiences people aspire to be a part of when entertainment creates emotion, emotion creates memory, and memory creates loyalty. That's the impact MazeVerse is built to deliver.

ThankYou!