



Dragonlabz Service Package Overview

The following packages are provided by our premium partners specialized on the individual service.

All packages require a 50% upfront payment unless otherwise agreed with Dragonlabz managers.

Added value working with us

- **Work with the right people (pre-qualified, no overhead)**
- **Leverage against providers (price, priority, trouble shooting)**
- **Direct access to knowledge and network**
- **Community in metaverse (pitch events, educational events, ..)**

Ideation stage

- 4-day workshop in Dragon Lair Switzerland
 - Physical **EUR 20'000.-**
 - Metaverse **EUR 15'000.-**
 - Results
 - Pre-analysis documentation and specific, long-term goal that includes success metrics to align internally towards the goal.
 - Suggested next steps based on effort / impact mapping.
 - A realistic idea / concept prototype for your venture which is tested on end users
 - includes design files and end-user testing videos.
 - Includes test users' recruitment.
 - A more in-depth report as a PDF with the findings of the design sprint and suggestions on how to move forward.

→ goal to raise 20k-100k EUR @valuation of 500k-2M EUR



Pre-Seed Stage

- Metaverse strategy workshop **EUR 1'000.-/h**
 - Individual Goals and Preparation
 - Dedicated private meetings
- Metaverse Office **EUR 1'000.-/month**
 - Dedicated virtual office for up to 10 users in our metaverse
- Full Branding/ Re-Branding **EUR 3'000.-**
 - Name search and domain research
 - Brand Discovery
 - User Persona Research
 - Result
 - Brand Design Guideline
 - Purchased Domain
 - *Trademark (add. Costs)*
- Investor Pitch Deck **EUR 4'000.-**
 - Pitch Deck Template
 - 1h Metaverse Workshop
 - Professional Design
 - 1h Pitch Training
- Custom Landing Page from **EUR 5'000.-**
- UI/UX Click Prototype for MVP **EUR 15'000.-**
 - Competitor Analysis
 - User Personas
 - Wireframe UX
 - Design UI
- Development Discovery Phase from **EUR 5'000**
 - Clarifications & Requirement Engineering
 - Blueprint / System Architecture
 - Cost Analysis
 - Roadmap
- Legal Set Up **EUR 10'000.-**
 - Founder Agreement
 - Incorporation
 - T&C + Privacy Policy



→ **Dragon Starter Package EUR 17'000.-**

- Full Branding
- Investor Pitch Deck
- Custom Landing Page
- 4x 1h Workshop in Metaverse

→ **Dragon Booster Package EUR 57'000.-**

- Full Branding
- Investor Pitch Deck
- Custom Landing Page
- 4x 1h Workshop in Metaverse
- UI/UX Click Prototype for MVP
- Development Discovery Phase
- Legal Set Up
- 3 Month Metaverse Office

→ **goal to raise 250k-1M EUR @valuation of 2-5M EUR**

Seed & Growth Stage

- UI/UX Audit **EUR 3'000.-**
- UI/UX CRO **Custom Pricing**
- UI/UX & Design Resources **Custom Pricing**
- MVP / Continuous Development **Custom Pricing**
 - Mobile Apps
 - Web Apps
 - dApps
- Dedicated Development Teams **On Request**
- PPC Package from **EUR 3'000.-/month**
- Organic Growth Package from **EUR 5'000.-/month**
- Lead Generation B2B from **EUR 1'500.-**

→ **goal to raise 1-5M EUR @valuation of 5-25M EUR**

