



Two Lands Pitch Deck

twolandstoken.com

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Rewriting history, one block at a time...

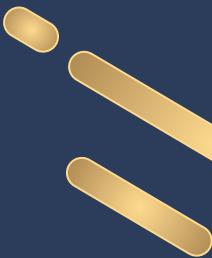


Who we are



"Indiana Jones meets The Da Vinci Code of Blockchain"

Where entertainment meets ancient archeology in an engaging and sustainable DeFi ecosystem designed to excite the inner explorer in us all...



Our Founders

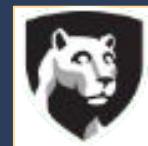
JARED VERGILIS
CEO

Former Financial Advisor
Nationally Recognized Energy Deregulation Consultant
Former Owner & Managing Partner of MM Restaurant
Former Recording Artist for Multi-Platinum
American Pop Band



ZACH OZYCK
COO

Former Technical Recruiter in Tech & Finance
Managed MM Hospitality Programs
Managed & Developed MM Real Estate Portfolio
Classically Trained in Fine Arts
& Graphic Design



The Problem in Game-Fi

No Sustainability



Many employ
'ponzinomics'



Lack of focus on utility



Assets and their value
are tied to volatile
market

Low Quality



Poor UI/UX and subsequent
gaming experience - Not fun!



Confusing gameplay and features



Inferior onboarding, high fees, long
wait times, and limited scalability



The Solution

Balanced Web3 Gaming Ecosystem



Closed loop *ecosystem* prioritizing token demand while minimizing selling pressure



High quality ownable assets with a relentless focus on recurring users, high retention rate and frictionless onboarding



Highly addictive & effortless gameplay in both PVP & Solo Play with Trivia as the flagship



Sustainable game rewards via gameplay, engagement & affiliation guarantee winnings for players, helping build initial player base

PHAROAHS OF AARU

COMING SOON



GET IT ON
Google Play



Available on the
App Store

Game Play & Design

Game Type
+ Timer



Inventory

Answer Set
+ 2nd
Timer

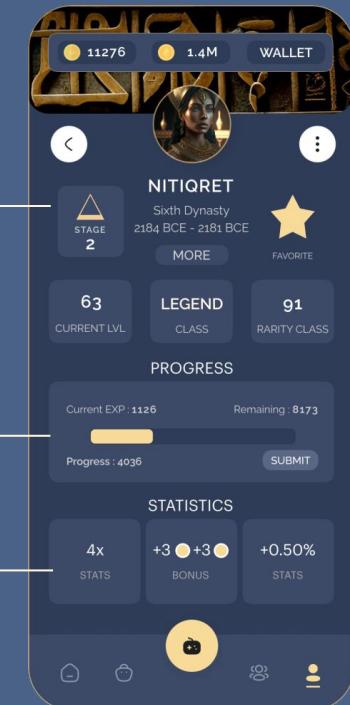
Player Profile



Player Statistics

Item Inventory /
Collection

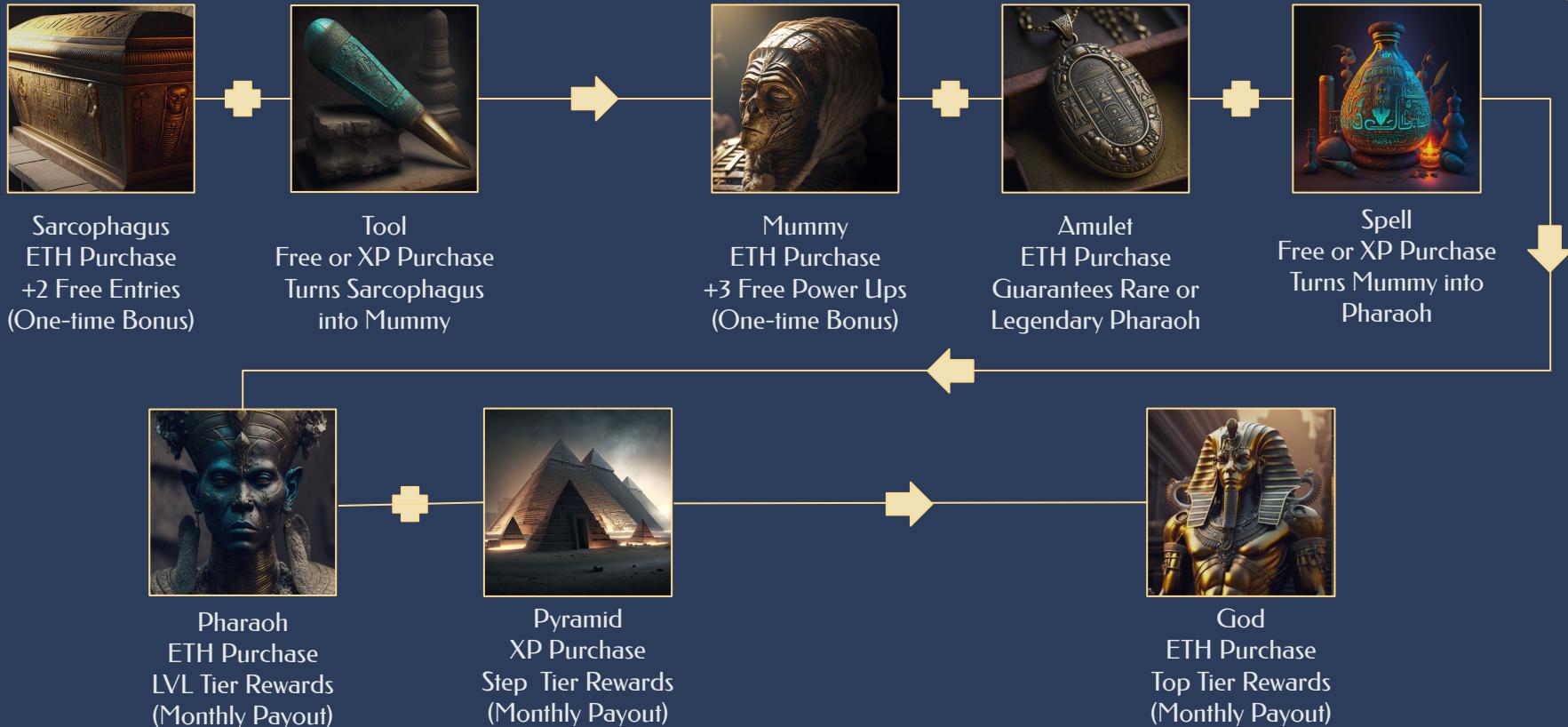
Pyramid
Details &
Rewards



Build
Progress
Bar

Gang Info
+ Hiring

NFT Life Cycle

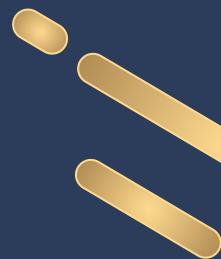


Visual Game Assets (*some of many*)

Genesis Collection # Minted : 1,000

Target Price of Pharaoh : \$65 USD

Pharaoh NFTs



Pharaoh Class Structure



COMMON

RARITY INDEX:
0-25

DROP RATE:
35%

LVL Tier Monthly
Rewards



UNCOMMON

RARITY INDEX:
26-50

DROP RATE:
35%

LVL Tier Monthly
Rewards



RARE

RARITY INDEX:
51-85

DROP RATE:
27.5%

LVL + Pyramid Tier
Monthly Rewards



LEGENDARY

RARITY INDEX:
86-95

DROP RATE:
2.5%

LVL + Pyramid Tier
Monthly Rewards



GOD

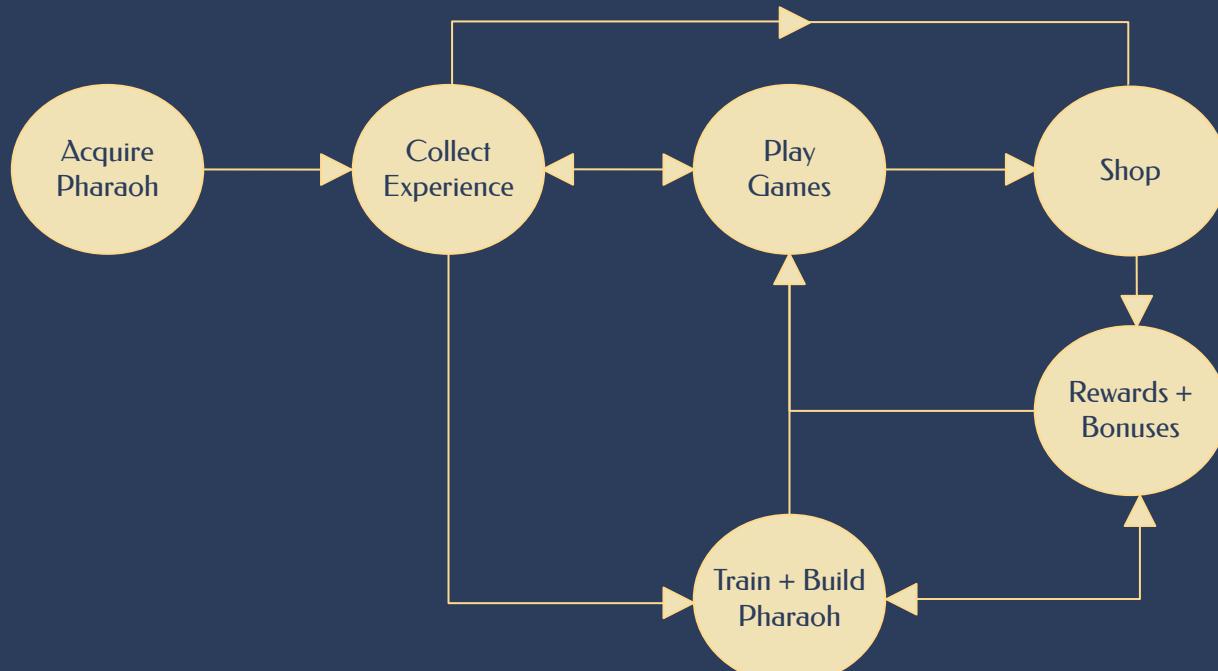
RARITY INDEX:
96-100

DROP RATE:
EARNED

Maximum Monthly
Rewards +
Exclusive NFT



User Core Loop





Free vs Paid



JPG PHARAOH

UP TO LVL 19 TIER REWARDS

CONVERT TO COMMON or
UNCOMMON ONLY

NO PYRAMID BUILDING or
BONUS

NO GOD-PHARAOHS or
BONUS

NFT PHARAOH

UP TO LVL 80 TIER REWARDS

CHANCE OF RARE &
LEGENDARY PHARAOHS

PYRAMID BUILDING + BONUS
AVAILABLE

CHANCE FOR
GOD-PHARAOHS + BONUS



Why Trivia



On-brand and in an unsaturated target niche



Highly addictive, with many *dopamine* based neuro-rewards



Time trusted gameplay & rewards structure



Limitless content means limitless gameplay



Fun to use what you know while learning new things

Some of the most recognizable games, shows, apps, and media have come from the Trivia Segment:



Pharaohs of Aaru 'Network Effect'

Our tiered, scalable digital rewards program featuring over 1,300 of the most recognized global brands will allow us to simultaneously incentivize user acquisition and liquid rewards, with something for everyone!

65%

50%+

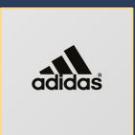
69%

say that receiving rewards impacts their frequency of purchase

are likely to give a referral if offered a direct incentive or access to an exclusive loyalty program

say that they're more likely to try a brand if it gives rewards

Some of the many distinguished brands available:



Two Lands Ecosystem



Our assets include \$LANDS, XP, NFTs, a vibrant community, and much more!



Internal marketplaces will include both in-app and web based purchasing environments



Our assets & products will be found on external marketplaces like Opensea.io, GooglePlay, AppStore and select CEX



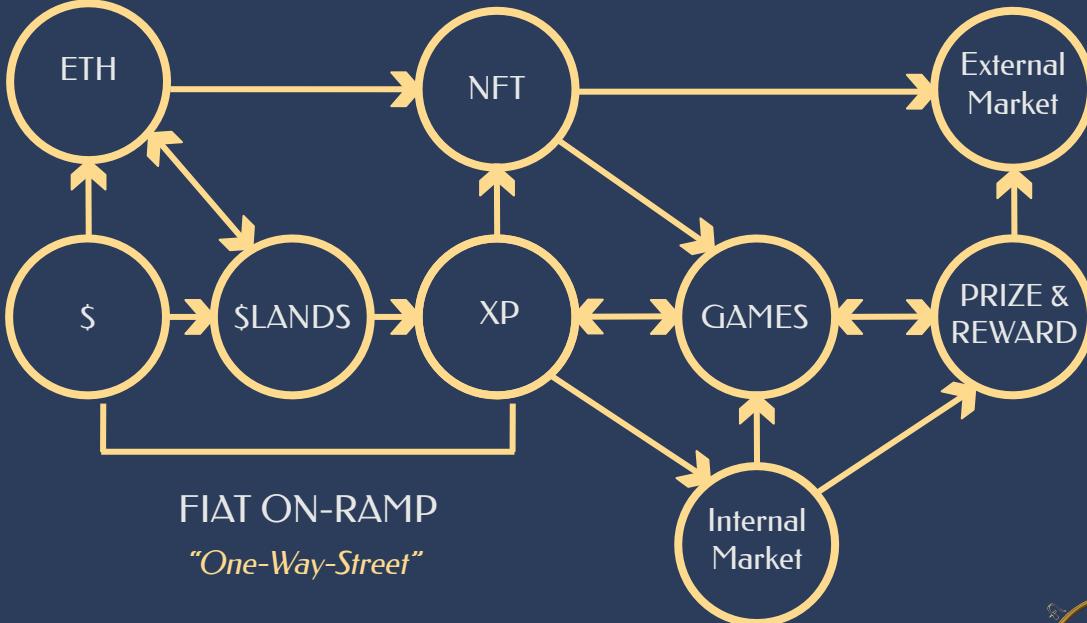
Core Asset Flow



A Fiat conversion process of just a few clicks via an ApplePay-like feature enables seamless onboarding



\$LANDS becomes insulated via an internally circulated XP



Market Opportunity

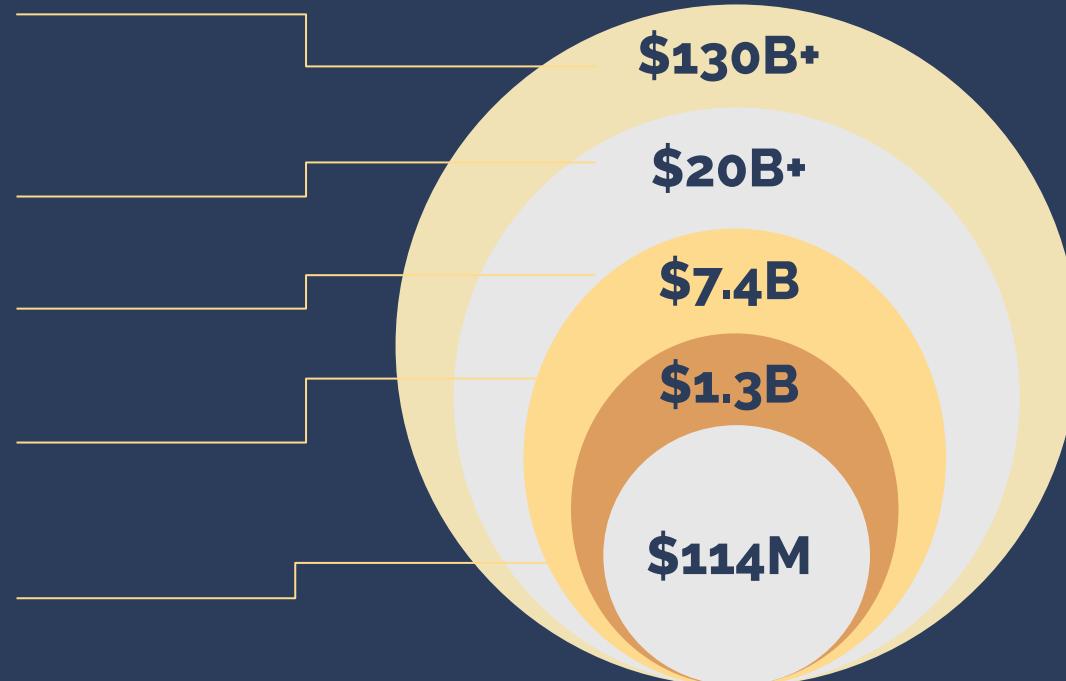
Global Mobile Gaming
Revenue 2022

Current GameFi Market Cap

On-Chain Transactions 2022

Global Downloads 2022
Trivia Game Segment

In-App Purchasing Revenue
Trivia Game Segment 2022



Market Opportunity

1.1M+

UAW connect daily to game dapps (2022)

68%

of GameFi investors joined within the last year

17.2B+

raised via crowdfunding in North America alone in 2021

50%

of all blockchain activity registered was GameFi (Q2 2022)

58%

of institutional investors globally are invested in digital assets in 2022

27B+

value locked on Ethereum Network (Current)



Competitive Landscape

Project Name	Chain	Current CMC	Asset Ownership	Sustainable Economy	Engaging Gameplay	Strong UI/UX	Low Barriers to Entry & Exit	Micro-engagement Rewards	User Reward Via Proxy Asset
Axie Infinity	ETH	\$1.6B	🟡	🔴	🔴	🟡	🔴	🟡	🔴
Farming World	WAX	\$47K (FWW)	🟡	🟡	🟡	🔴	🔴	🔴	🟡
Mobox	BNB	\$270M	🟡	🟡	🔴	🟡	🔴	🟡	🟡
Crazy Defense Heroes	MATIC	\$15M	🟡	🟡	🟡	🔴	🔴	🟡	🔴
Pharaohs of Aaru	ETH	N/A	🟡	🟡	🟡	🟡	🟡	🟡	🟡



Market Strategy



'Freemium' Gameplay Model



Partnerships with gaming specific service & infrastructure providers



Pharaohs of Aaru Ambassador & Referral Program



Wide distribution via Google Play, App Store & many others



Drive excitement factor + game adoption with Digital Treasure Hunts

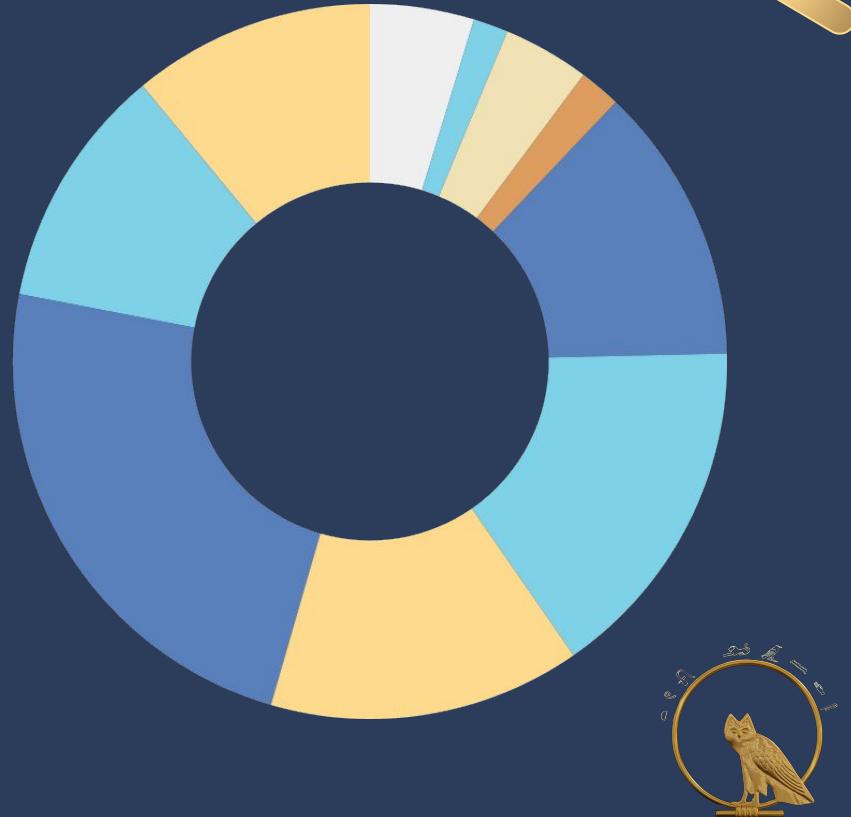


Limited NFT quantities offered via lazy minting to drive exclusivity & virality

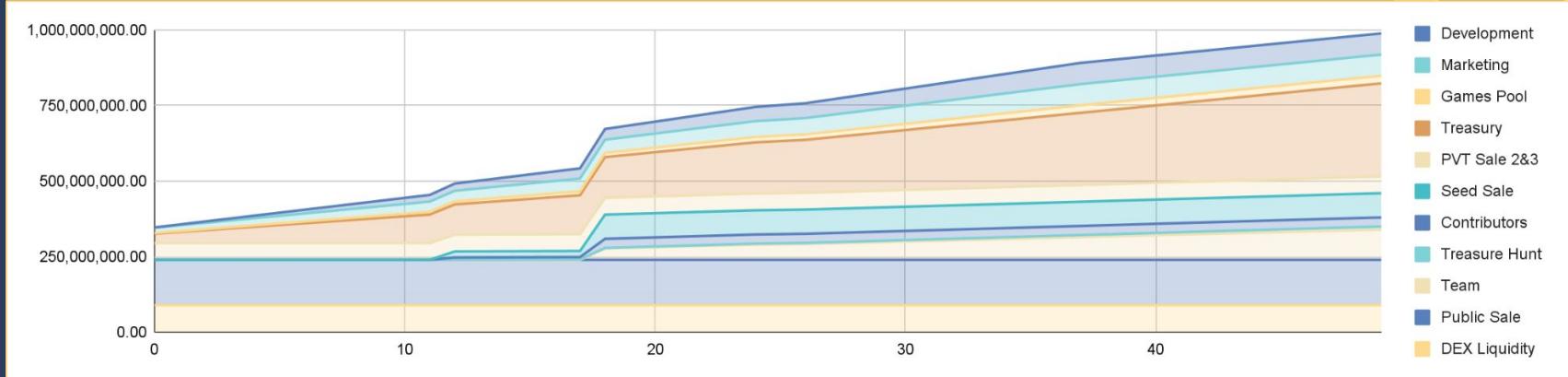
Tokenomics

100M	10%
25M	2.5%
80M	8%
55M	5.55%
150M	15%
90M	9%
375M	30.75%
10M	1%
12M	1.2%
30M	3%
70M	7%
70M	7%

Team
Games Pool
Seed Sale
PVT Sales
Public Sale
DEX Liquidity
Treasury
Treasure Hunt
Burn
Contributors
Marketing
Development



Token Vesting



Allocations	Seed Sale	PVT Sale 1	PVT Sale 2	Public Sale	DEX Liquidity	Treasury	Team	Contributors	Marketing	Development	Games Pool	Totals
% of Total	8%	1.8%	3.75%	15%	9%	30.75%	10%	3%	7%	7%	2.5%	98.8%
Quantity	80M	18M	37.5M	150M	90M	375M	100M	30M	80M	70M	25M	988M
TGE	0%	100%	100%	100%	100%	10%	0%	0%	25%	10%	10%	34.7%
Vesting (Mos)	-	0	0	-	-	36	48	-	36	36	36	N/A

You Are Here

Remaining 1.2% to be burned over 12 month period

The Giza Road Map

Pre-Dynastic	Early Dynastic	Old Kingdom	First Intermediate	Middle Kingdom	Second Intermediate	New Kingdom
Basic Audits	Early Partnerships	Formal Product Dev	Public Token Sale	Virtual HQ within TCG Metaverse	Everdeen Initiative Release	Listing on Additional CEX
Seed Sale	Litepaper V1	Whitepaper V2	DEX Launch	Pyramid Scheme Launch	Phase 1 DAO Rollout	Formal DAO Release
Intro Marketing	PVT Sale	Website V2	Pyramid Scheme Beta	Pharaohs of Aaru Beta + NFTs	Pharaohs of Aaru Launch	1st Major Community Donation
Website V1	Formal Audits	Formal Marketing Campaign	Everdeen Initiative Release	Listings on Major CEX		
Whitepaper V1						

Strategic Partnerships

moonbound



Advisors

Tony Drummond



Founder/CEO of
Micropets driving 70K+
community & 220M+ MC
Founder/CEO
Moonbound Consulting

John Freyer



Director of Product
Management &
Digital Strategy at
multiple Fortune
500 companies

Kryptonite Marketing



Tosha and Sarah
Founders of Kryptonite Marketing, a
leading digital marketing firm & incubator
in the web3 space \ start-up advisory &
consulting



Two Lands Marketing

Non-Traditional



Docuseries on Team & Release of Two Lands



Charity Initiative to put a robot in the Great Pyramid of Giza



Digital Treasure Hunt for 1% of our Token Supply



Two Lands Beer



Early holders rewarded with Trip to Giza

Traditional



AMA & Twitterspace Circuit



Major Publication Placements



Social Media Campaigns



Affiliate Marketing Program



SEO & Web Marketing



Television Pilot & Docuseries

A first of its kind in Web3, and an in-real-life, behind-the-scenes look into the raw and riveting challenges of a global facing startup and the lives of its Founders



Pre-production in place with Orange ST Films to produce a pilot episode of a docuseries



Will provide the most comprehensive KYC & Doxxing of any core team ever in Blockchain



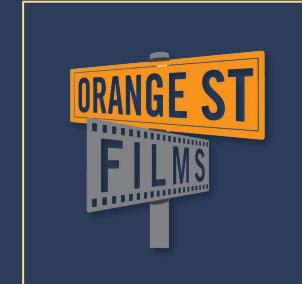
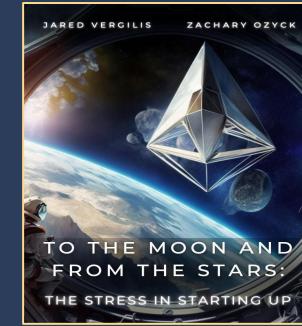
Co-Produced by Sean Austin, featured on Netflix, Discovery Plus & Destination America



Produced into variety of formats & widely distributed



To be pitched to major networks and released in short form contents on public channels for exposure to millions of potential viewers



Two Lands x Giza Robot

An exciting partnership & opportunity for the Two Lands Community to contribute to history, in an effort to put a robot inside previously unexplored shafts within the Great Pyramid at Giza



Two Lands has partnered with a team responsible for the creation of a new, cutting edge robot capable of penetrating sand in super tight spaces!



Via a global marketing initiative & funding campaign, the team will help put said robot inside previously unexplored, 4500 year old shafts in the Great Pyramid at Giza



Two Lands' 1st Team Donation, and the initial focus of our non-profit The Everdeen Initiative



Robot team has already gained notoriety for their approach with 550K views on their 1st video with 'History for GRANITE'



Non-invasive method allows exploration of shafts not seen in more than 4500 years



The EVERDEEN
Initiative

Two Lands' charitable arm, a registered 501 c3 non-profit Foundation



A Trip to Giza with The Founders

Egypt
THE ANCIENT ARCHITECTURE & ESOTERIC SYMBOLISM TOUR

FEATURING:
ANYXTEE MATT SIBSON DOUGLAS RENNIE

SEPTEMBER 13 - 24, 2023
JOIN ANYXTEE, MATT SIBSON (ANCIENT ARCHITECTS), AND DOUGLAS RENNIE (HISTORY FOR GRANITE) AS WE UNRAVEL SOME OF HISTORY'S MOST ENDURING ANCIENT MYSTERIES!

PRIVATE VISITS INSIDE THE GREAT PYRAMID, BETWEEN THE PAWS OF THE SPHINX, AND THE GIZA PLATEAU
4-NIGHT DELUXE FULL-BOARD NILE CRUISE INCLUDED

SAKKARA DAHSHUR SERAPEUM LUXOR TEMPLE THE RAMESSEUM DEIR EL BAHARI

VALLEY OF THE KINGS ABYDOS DENDERA KARNAK TEMPLE LUXOR MUSEUM EDFU

KOM OMBO UNFINISHED OBELISK PHILAE TEMPLE GIZA PLATEAU INSIDE THE GREAT PYRAMID CAIRO MUSEUM

www.AdeptExpeditions.com

ANCIENT ARCHITECTS **HISTORY FOR GRANITE** **ADEPT EXPEDITIONS**

Adept Expeditions



Two randomly selected early \$LANDS holders will be treated to an all expenses paid adventure of a lifetime to many ancient sites in Egypt



Travel by luxury cruise up the Nile River with Adept Expeditions, led by some of the most knowledgeable experts in the field, and joined by our Founders!



VIP access inside the Great Pyramid, the Giza Plateau, and a sunrise visit between the paws of the Sphinx to name a few



Community reward tied exclusively to market cap related benchmarks



Two Lands Beer



X



Partial proceeds from this inaugural run will be donated through our non-profit, The Everdeen Initiative, to the Giza Robot Team

Pre-production plan in place with Chatham Brewing Company from NY State for Two Lands' own beer, expected to hit stores by early June 2023

The genesis run will include a couple 'Lucky Cans' related to our digital treasure hunt!

This beer will feature as a consumable item within the Pharaohs of Aaru NFT life cycle

Can labels will include interactive QR codes that redirect to our website & game app and more...



Treasure Hunt



A massive news event releasing a cryptic riddle, first written in hieroglyphs then translated, related to a digital reward worth 1% of our token supply



First ever web3 & blockchain based global treasure hunt, beginning at token & game launch



The seed phrase tied to the reward will be concealed in a cryptex & hidden somewhere in the world for someone to find



Clues buried in trivia questions within 'Pharaohs of Aaru' & many easter eggs hidden within our company media, will yield the first rewards and the starting point for our Hunt

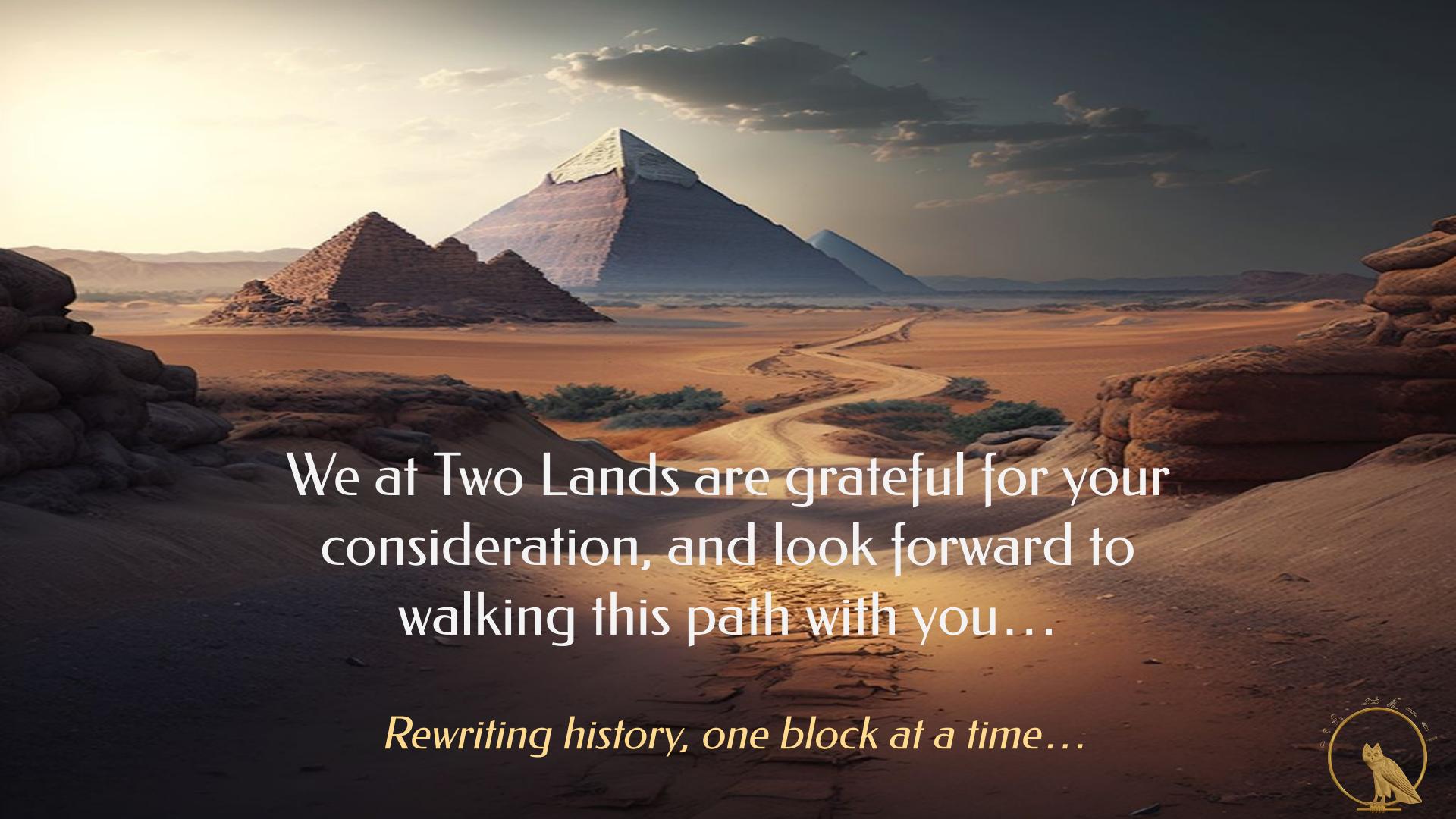


Only holders of \$LANDS will be eligible to claim the Treasure



Inspired by the Forrest Fenn Treasure, which captured international attention for more than a decade





We at Two Lands are grateful for your consideration, and look forward to walking this path with you...

Rewriting history, one block at a time...

