



# LEGIONS

Pitch deck

LEGIONS

## 1. Bio

**BRANO BIELIK**  
Founder, **LEGIONS**

Father of two; Husband; Early AI adopter; Published & self-published author; 2 successful crowdfunding creator

Project: **LEGIONS**  
Company: LEGIONS s.r.o.

Mission Statement: **LEGIONS** is a revolutionary trading card game (TCG) designed to disrupt the outdated TCG markets.



## 2. Problem

- Existing sci-fi/fantasy TCGs rely on stylized or cartoonish art styles that don't appeal to players craving high-fidelity, cinematic realism.
- With interactive audiovisual content dominating screens, there's a clear need for more engaging and tangible storytelling to re-engage young audiences.
- Fantasy dominates the narrative-driven TCG space. Sci-fi players are underserved, with few options that deliver deep lore, futuristic themes, and immersive gameplay in one.



### 3. Solution

- **Leverage Modern AI:** We harness cutting-edge AI technology to create visually striking, high-quality TCG cards at scale, bridging the gap between digital innovation and traditional print media.
- **Scalable Content Creation:** While AI can be controversial, it enables us to deliver visually compelling materials beyond what manual processes can achieve, driving deeper engagement.
- **Redefining TCG Experience:** By integrating AI-driven visuals and narratives, TCG products gain an entirely new dimension of immersion, making them more dynamic and relevant for today's tech-savvy youth.



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## 4. Opportunity

### Global TCG Boom: A Growing \$11.5B Opportunity

The global TCG market is projected to grow from **\$6.4B (2022)** to **\$11.5B by 2030** (CAGR ~7–8%).

Rising demand for **tech-driven, story-rich card products** creates ideal conditions for LEGIONS.

### Strategic Market Rollout

**Slovakia** → cost-effective MVP & validation

**Europe** → growing communities, local events

**U.S.** → largest market, strong collector/tourney culture

**Japan** → TCG epicenter, iconic titles, partnership potential

### Staged Expansion = Smart Growth

Start small. Prove traction. Scale globally.



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## 5. Product

- **TCG Cards** - High-quality, collectible **TCG cards** is the core of our game.

- **Interactive CYOA Book:**

A choose-your-own-adventure narrative that integrates directly with the cards, driving unique game mechanics.

- **Innovative Mechanics:**

Game mechanics are in development (WIP). Funding will complete the narrative and unlock full gameplay potential.

- **Investment Impact:**

Accelerate development and merge interactive storytelling with collectible card gameplay to capture a growing market.



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## 6. Future products/opportunities

- TCG Cards – be the one (car Tcgame)
- 3D cards (stereograms with 3D glasses)
- Collection app (with possibilities of mobile game)
- Tokenization of unique cards (large angel investors interest)



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## 7. Competition

| Category             | Slovakia Market  | Annual Revenue (Slovakia)                              | V4 Region (CZ, PL, HU)                      | Annual Revenue (V4 excl. SK)                           | Global Leaders                      | Annual Revenue (Global)                                | Japanese Market  | Annual Revenue (JP)   |
|----------------------|--|--|---|--|-------------------------------------|--|--|---|
| <b>Sports Cards</b>  | Topps UEFA Champions League<br>Panini FIFA World Cup     | ~\$0.8-1.2M  | Same products<br>larger market in Poland    | ~\$4-7M  | Topps<br>Panini<br>Upper Deck       | Topps: ~\$200M<br>Panini: ~\$1B<br>Upper Deck: ~\$150M | Limited market   | -   |
| <b>Fantasy TCGs</b>  | Magic: The Gathering<br>Limited Yu-Gi-Oh!<br>Pokémon TCG | MTG: ~\$0.5M<br>Pokémon: ~\$0.4M<br>Yu-Gi-Oh!: ~\$0.2M | Same games<br>stronger communities in PL/CZ | MTG: ~\$3.5M<br>Pokémon: ~\$2.6M<br>Yu-Gi-Oh!: ~\$1.8M | MTG<br>Pokémon TCG<br>Yu-Gi-Oh!     | MTG: ~\$500M<br>Pokémon: ~\$1.4B<br>Yu-Gi-Oh!: ~\$750M | Pokémon TCG<br>Yu-Gi-Oh!                                     | Pokémon: ~\$400M<br>Yu-Gi-Oh!: ~\$300M                              |
| <b>Sci-Fi TCGs</b>   | Minimal presence   | <\$0.1M  | Small niche markets                         | ~\$0.9M  | Star Wars TCGs<br>Warhammer 40K TCG | Star Wars TCGs: ~\$100M<br>Warhammer 40K: ~\$50M       | Limited market   | -   |
| <b>Miscellaneous</b> | Local card games<br>Digital TCGs                         | ~\$0.3M  | Similar, larger in Poland                   | ~\$1.7M  | Various digital TCGs                | Varies   | Weiss Schwarz<br>Dragon Ball<br>Super<br>One Piece Card Game | Weiss Schwarz: ~\$150M<br>Dragon Ball: ~\$100M<br>One Piece: ~\$80M |

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## 8. Business Model

| Component       | Slovakia (SK)   | V4 Region (CZ/PL/HU)  | Japan (JP)  |
|-----------------|---|---|---|
| Distribution    | <ul style="list-style-type: none"><li>• 10+ game stores</li><li>• Shopify + subs</li><li>• Uni partners</li></ul> | <ul style="list-style-type: none"><li>• 50+ hobby shops</li><li>• Alza/Cardmarket</li><li>• Conventions</li></ul> | <ul style="list-style-type: none"><li>• Gachapon machines</li><li>• Publisher deals</li><li>• Digital-first</li></ul> |
| Pricing         | €4-6 (standard)<br>€20-45 (premium)   | 10-15% vs SK<br>Regional editions   | ¥300 (€2) capsules<br>¥5k (€35) boxes   |
| Revenue Streams | Packs (70%)<br>App (15%)<br>Events (15%)  | Packs (60%)<br>Licenses (25%)<br>Tournaments (15%)  | Licensing (40%)<br>Gachapon (60%)   |
| Unit Economics  | Cost: €0.35/pack<br>Margin: 65%   | Cost: €0.30/pack<br>Margin: 70%   | Cost: €0.50/capsule<br>Margin: 75%  |
| Key Costs       | Production: €25K<br>Localization: €5K   | Logistics: €20K<br>Promo: €15K  | Rev Share: 50%<br>Anime Collab: €50K  |
| Growth Focus    | Monthly micro-releases<br>Local influencers   | Poland-first expansion<br>Distro networks   | Mobile integration<br>Limited editions  |



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9. GTM

| Market    | Tier  | Investment | Strategy         | Production        | Distribution           | Marketing             | Target Outcome       |
|-----------|-------|------------|------------------|-------------------|------------------------|-----------------------|----------------------|
| Slovakia  | Angel | 10K-50K    | Proof of Concept | 5K basic packs    | 3 consignment stores   | FB ads + 1 tournament | 3K sales validation  |
| Slovakia  | Angel | 50K-100K   | Local Domination | 20K premium packs | 10 stores @ 40% margin | Micro-influencers     | 15% market share     |
| Slovakia  | VC    | 150K+      | Market Leader    | 100K packs        | Amazon DE + esports    | VTubers + TV ads      | 30% share exit-ready |
| V4 Region | Angel | 50K-100K   | Czechia-First    | 30K packs         | Millennium Games       | 1 VTuber campaign     | 5K monthly sales     |
| V4 Region | VC    | 150K-300K  | Regional Flood   | 100K packs        | 50+ stores + Alza.cz   | MagicFest booth       | 10% CEE share        |
| Japan     | VC    | 150K-300K  | Gachapon Play    | 20K capsules      | 50 Akihabara machines  | Indie anime collab    | 1% market share      |
| Japan     | VC    | 300K-500K  | Bandai Challenge | 100K premium caps | Nationwide gachapon    | Ex-Pokémon designers  | 3% share acquisition |

## 10. Investment options/strategy

### Tier I.    **Pesimistic**                      **None to 10-20k**

- **Investment Range:** None to €10-20k
- **Focus:** Initial validation through small-scale angel investments
- **Strategy:** Engage early adopters with exclusive offers

### Tier II.    **Realistic**                      **20-100k**

- **Investment Range:** €20-100k
- **Focus:** Expand reach through targeted marketing and partnerships
- **Strategy:** Leverage angel investors to build momentum and credibility

### Tier III.   **Idealistic**                      **150k>**

- **Investment Range:** €150k+
- **Focus:** Launch a professional crowdfunding campaign (CFC)
- **Strategy:** Attract young, wealthy investors with tokenized card options



# 11. ROI calculation (based on investment Tier)

## Investment Tiers breakdown

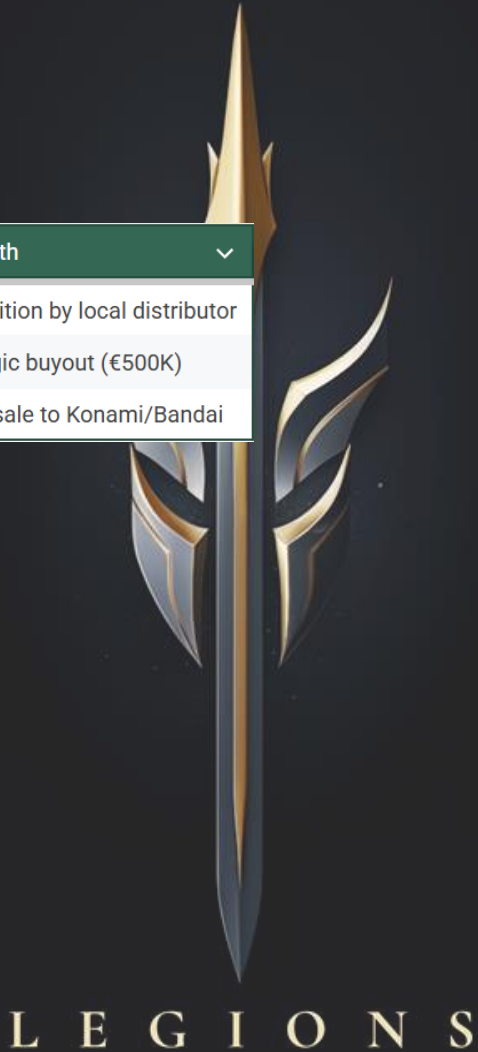
| Tier     | Investment Amount | Allocation                     | 5-Year ROI Target | Revenue Drivers                           | Exit Path                        |
|----------|-------------------|--------------------------------|-------------------|---|----------------------------------|
| Angel    | €10K-50K          | 10K-30K packs, Basic marketing | €150K             | Direct sales (€7/pack), Early CFC backers | Acquisition by local distributor |
| Seed     | €50K-150K         | 50K packs + office, Salary     | €450K             | Retail partnerships, Limited books        | Strategic buyout (€500K)         |
| Series A | €150K-300K        | 100K packs + books, JP entry   | €900K             | Gachapon rollout, Licensed IPs            | Trade sale to Konami/Bandai      |

## Cost Structure & Assumptions

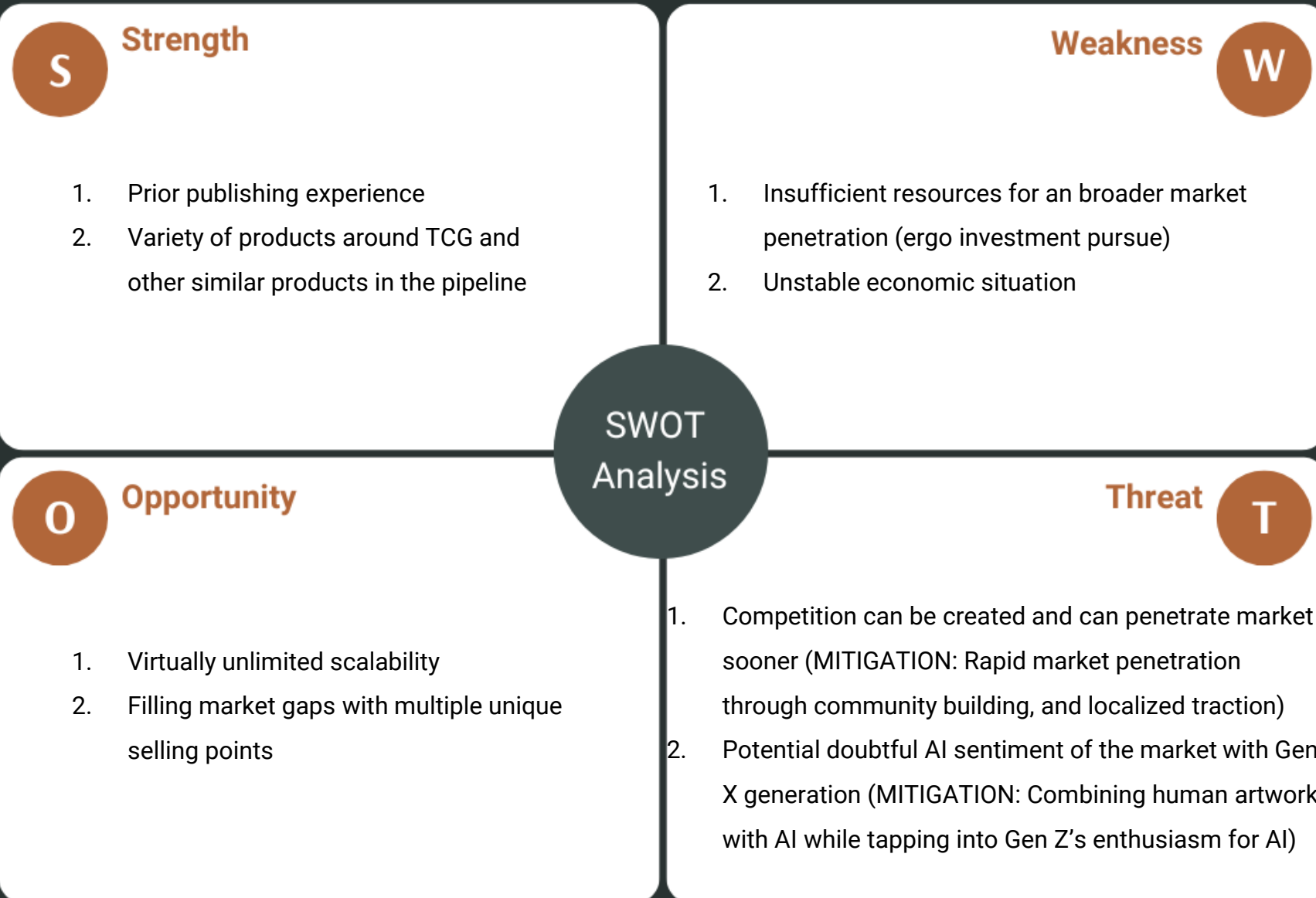
| Category           | €10K Tier | €50K Tier | €150K Tier |
|--------------------|-----------|-----------|------------|
| Production (packs) | €3,300    | €8,500    | €17,000    |
| Office/Staff       | 0         | €53,900   | €53,900    |
| Marketing          | €1,500    | €15,000   | €50,000    |
| Total              | €4,800    | €77,400   | €120,900   |

## Production Cost per Pack

| Volume | Cost per Pack |
|--------|---------------|
| 10K    | €0.33         |
| 30K    | €0.21         |
| 50K    | €0.17         |



## 12. SWOT





## 13. Team

**Brano Bielik** – creator and owner

**Viktor Bielik** – graphic designer

**Karol Hotovy** – AI developer

**Marek Kery** – Sales Executive

**Alexandr Snopek** – DTP designer



## 14. The WOW effect!

People simply say: WOW!

Whether shown to children, parents, gamers, educators, or even casual observers—regardless of age, gender, or background—the reaction to LEGIONS' artwork has been universal.

This consistent emotional response proves the **visual and emotional power** of the brand.

The **WOW effect** is our first hook—and it's **real, tested, and repeatable**.



## 15. Exit strategy

### Strategic Acquisition

LEGIONS is well-positioned for acquisition by major players in trading cards, publishing, or entertainment seeking immersive, collectible storytelling IP.

- Major TCG/publishing companies (e.g., Hasbro, Bandai, Wizards of the Coast)
- Entertainment IP giants expanding into interactive media (e.g., Netflix, Amazon, or gaming studios)
- AI/media startups looking to integrate tactile experiences or expand into youth/educational segments



## 16. Ask

\$ 170 000 / 34%:

Potential evaluation is based on previous investments of my own resources same as existing graphics that I created and own commercial rights for (been working on them for over 3 years). It also considers business potential of 'LEGIONS'.

\$ 20 000 crowdfunding campaign on Indiegogo

\$ 10 000 book (ghost writing/editing/translations)

\$ 50 000 GTM

\$ 20 000 printing ready graphic designers (DTP)

\$ 20 000 production

\$ 50 000 Total operating expenses, including software hardware and personnel costs



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