



# LEGIONS

Pitch deck

LEGIONS

## 1. Bio

I'm Branislav Bielik (Brano Bielik for short).

I worked for AT&T for 17 years and now it's time for a new beginning. I've started a publishing company for children publications to create a name on the market, but due to time pressure now my focus will be 100% on creation revolutionary TCG cards as it has the biggest business potential.

Project Name: **LEGIONS** (Company Name: LEGIONS s.r.o.)

Mission Statement: **LEGIONS** is revolutionary TCG product designed to inspire a belief in storytelling and a love for books in children.



## 2. Problem

- In today's digital age, traditional media like "books only" struggle to capture children's attention.
- With interactive audiovisual content dominating screens, there's a clear need for more engaging and tangible storytelling to re-engage young audiences.
- Excessive exposure to fast-paced audiovisual content can impair attention, emotional regulation, social skills, and sleep in young people, hindering the deeper cognitive engagement fostered by traditional media.



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### 3. Solution

- **Leverage Modern AI:** We harness cutting-edge technologies (like AI) 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:

The global trading card game market was valued at approximately \$6.4B in 2022 and is projected to reach \$11.5B by 2030 (CAGR of ~7–8%).

Rising demand for innovative, tech-driven card products opens the door for new entrants leveraging AI and immersive narratives.

### Regional Breakdown:

US - Largest TCG Market: Deep-rooted collector culture, robust tournament scene, and high consumer spending.

Japan - Epicenter of TCG Phenomenon: Home to iconic titles like Pokémon and consumers, offering strong potential for local partnerships.

Europe - Stable, Growing Market: Varied TCG communities with strong local and regional events, especially in Western Europe.

### Funding-Dependent Market Entry:

Tiered Expansion Plan: Launch in Slovakia to validate product and strategy, then scale to Europe, the U.S., and finally Japan based on capital raised.

Potential Investors & Partners: Show proven traction in smaller markets to attract global distributors and strategic allies in bigger TCG regions.

By targeting markets in a staged approach—starting with Slovakia’s cost-effective environment and progressing to Europe, the U.S., and Japan—we can capitalize on global TCG growth while mitigating risk and refining our AI-driven offerings.



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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.





## 5. 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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## 6. Business Model

Noví zákazníci sa budú získavať cez kampane na sociálnych sieťach – primárne Facebook a Instagram. Na instagrame sa bude pridávať denný obsah – ‘Správy zo sveta rozprávky’. Taktiež mám v pláne osloviť známych influencerov o spoluprácu na instagrame. V neskorších fázach by sa soc. sieťam venovala samostatne jedna osoba – táto aktivita sa dá aj outsourcovať.

Knižná tvorba sa môže propagovať aj cez marketingové programy vo veľkých kníhkupectvách – to samozrejme bude záležať od dispozičného kapitálu.

Čo sa týka TCG, ak by distribúciu vyriešil veľký hráč na trhu, zabezpečil by aj reklamnú kampaň.



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## 7. Competition

Primar



## 8. GTM

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## 9. Team

### I. Phase of the project

Myself for the I. phase of the project. All required tasks to get to MVP on the local market can be outsourced to external resources. It's the most efficient solution for early stage without additional funding. \*MVP in this case is not a full product

### II. Phase (post crowdfunding campaign)

Gathering a team of graphic designer, product designer, marketing manager, local market specialist, and AI dev. (all of them committed)

### III. Phase (assumes full pre-seed investment)

The final stage at which point there's a full team of people working on the business with a strong emphasis on GTM



## 10. Analysis

opportunities	threats
<ol style="list-style-type: none"><li>1. Virtually unlimited scalability</li><li>2. Filling market gaps with multiple unique selling points</li></ol>	<ol style="list-style-type: none"><li>1. Competition can be created and can penetrate market sooner</li><li>2. Potential doubtful AI sentiment of the market especially with Gen X generation</li></ol>
strengths	weaknesses
<ol style="list-style-type: none"><li>1. Prior publishing experience</li><li>2. Variety of products around TCG and other similar products in the pipeline</li></ol>	<ol style="list-style-type: none"><li>1. Insufficient resources for an broader market penetration (ergo investment pursue)</li><li>2. Unstable economic situation</li></ol>



## 11. Ask

\$ 170 000 / 49%:

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)

\$ 15 000 GTM

\$ 20 000 printing ready graphic designer(s) \*or studio

\$ 65 000 Printing of x amount of packages

\$ 40 000 Total operating expenses, including software hardware and personnel costs



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