



# 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.



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

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## 7. 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) €20-45 (premium)	10-15% vs SK Regional editions	¥300 (€2) capsules ¥5k (€35) boxes
Revenue Streams	Packs (70%) App (15%) Events (15%)	Packs (60%) Licenses (25%) Tournaments (15%)	Licensing (40%) Gachapon (60%)
Unit Economics	Cost: €0.35/pack Margin: 65%	Cost: €0.30/pack Margin: 70%	Cost: €0.50/capsule Margin: 75%
Key Costs	Production: €25K Localization: €5K	Logistics: €20K Promo: €15K	Rev Share: 50% Anime Collab: €50K
Growth Focus	Monthly micro-releases Local influencers	Poland-first expansion Distro networks	Mobile integration Limited editions



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8. 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

## 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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