

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Mission Statement: **LEGIONS** is a revolutionary trading card game (TCG) designed to disrupt the outdated TCG markets.

Why me/Why now: I'm a visionary creator with a background in project leadership and storytelling—uniquely positioned to merge narrative and innovation. As an early adopter, I see the gap in the market and have the tools to fill it before others do.



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.

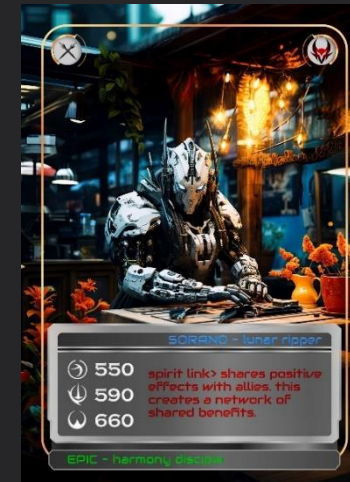
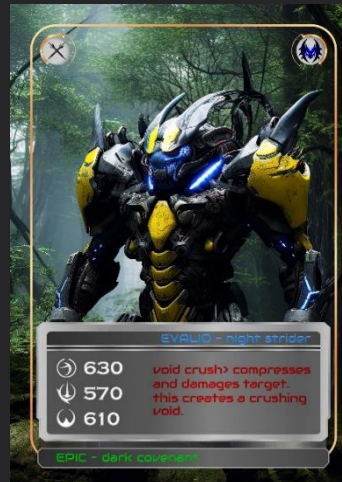


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3. Solution

- **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, 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

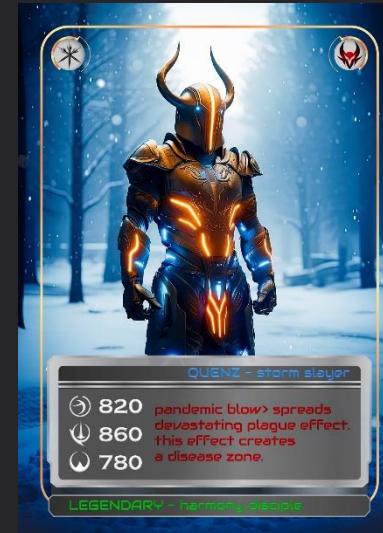
Start small. Prove traction. Scale globally.



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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.
- **Proven Mechanics:**
Game mechanics match high level market standards. Funding will help to improve 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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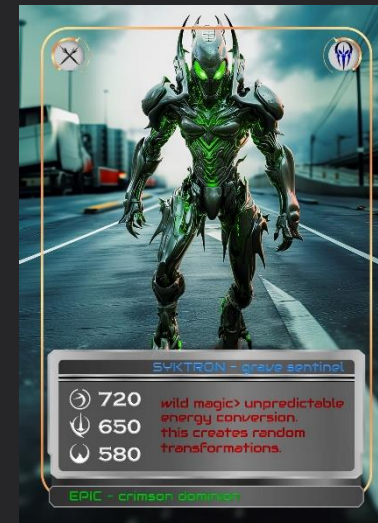
6. The WOW effect!

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**.



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7. IP (eval value)

Graphics:

Production-ready, high-quality card graphics delivered by contracted professional designers, ensuring market-ready visual appeal.

Heroes:

A library of thousands of unique hero cards representing 3 years of original content development, providing immediate scalability.

The BOOK:

COYA's manuscript is complete—requiring only top-tier editing and Japanese translation to unlock global audiences.

Prompt “patent”:

3.5 years of proprietary AI prompt engineering (300+ word prompts) creates art with unreplicable consistency—a defensible competitive edge.

Game Mechanics:

Multi-tiered TCG mechanics: Age-adaptive rulesets (evolve into competitive-depth systems, all using the same card pool.



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8. SWOT



Strength

1. Prior publishing experience
2. Variety of products around TCG and other similar products in the pipeline

Weakness



1. Insufficient resources for an broader market penetration (ergo investment pursue)
2. Unstable economic situation

SWOT Analysis



Opportunity

1. Virtually unlimited scalability
2. Filling market gaps with multiple unique selling points

Threat




1. Competition can be created and can penetrate market sooner (MITIGATION: Rapid market penetration through community building, and localized traction)
2. Potential doubtful AI sentiment of the market with Gen X generation (MITIGATION: Combining human artwork with AI while tapping into Gen Z's enthusiasm for AI)



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9. Competition (globe. Leaders as a ref. point)



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)
Sports Cards	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	-
Fantasy TCGs	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
Sci-Fi TCGs	Minimal presence	<\$0.1M	Small niche markets	~\$0.9M	Star Wars TCGs Warhammer 40K TCG	Star Wars TCGs: ~\$100M Warhammer 40K: ~\$50M	Limited market	-
Miscellaneous	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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10. Business Model

Component	Slovakia (SK)	V4 Region (CZ/PL/HU)	Japan (JP)
Distribution	<ul style="list-style-type: none">• 10+ game stores• Major toy stores• Facebook ads	<ul style="list-style-type: none">• 50+ hobby shops• Alza/Cardmarket• Conventions	<ul style="list-style-type: none">• Gachapon machines• Publisher deals• Digital-first
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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11. GTM



Market	Tier	Investment	Strategy	Production	Distribution	Marketing	Target Outcome
Slovakia	Angel	10K-50K	Proof of Concept	5K basic packs	Toy stores + Game stores	FB ads + local shop ads	Market entry (1k pm)
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



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12. Investment options/strategy

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

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

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

- **Investment Range:** €20-100k
- **Focus:** Launch a professional crowdfunding campaign (CFC); Expand reach through targeted marketing and partnerships – validation on mid-size market
- **Strategy:** Leverage angel investors to build momentum and credibility

Tier III. **Idealistic** **170k>**

- **Investment Range:** €150k+
- **Focus:** Series A to reach major VC firms; JP/US market penetration via strategic partnerships
- **Strategy:** Attract young, wealthy investors with tokenized card options



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13. Roadmap (tier based *prioritized)

- Tier I**
 - minimum volume (10000 packages) & 90 cards
 - *no book /Q3 25
 - local SK market entry, slow expansion to V4 /Q4 25

- Tier II**
 - Indiegogo campaign /Q3 25
 - full stack of 270 cards; book translated into JP /Q3 25
 - strong marketing campaigns aiming to enter JP market /Q4 25
 - JP market entry /Q1 26

- Tier III**
 - US market coop /Q3 25
 - Kickstarter campaign /Q4 25
 - US & JP market penetration /Q1 26



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14. ROI calculation (based on investment Tier)

Investment Tiers breakdown

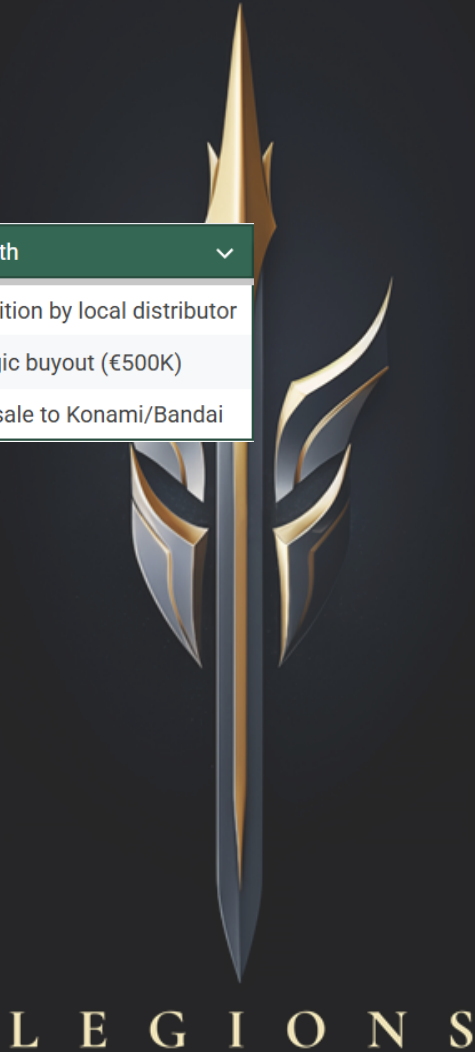
Tier	Investment Amount	Allocation	5-Year ROI Target	Revenue Drivers	Exit Path
Angel	€10K-50K	10K-30K packs, Basic marketing	€150K	Direct sales (€7/pack), Early CFC backers	Acquisition by local distributor
Seed	€50K-150K	50K packs + office, Salary	€450K	Retail partnerships, Limited books	Strategic buyout (€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



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 (TIER III - VC or major angel) *angel min. ticket size \$10k (2%)

\$ 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

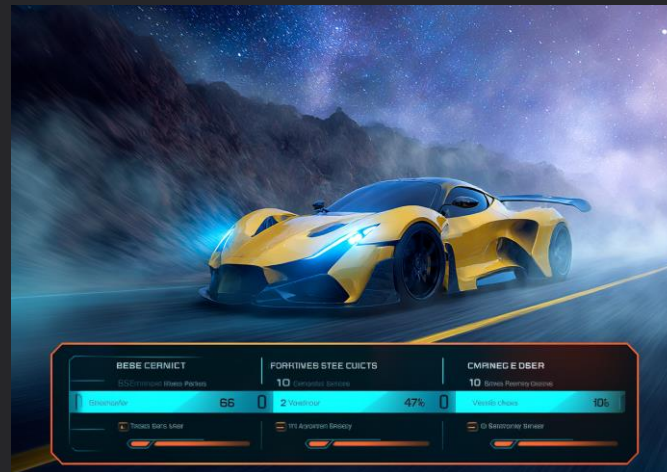
\$ 50 000 Total operating expenses, including software hardware and personnel costs



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17. Future products/opportunities

- TCG Cards – ‘Be Tthe 1’ (car TCGGame *WIP)
- 3D cards (stereograms with 3D glasses)
- Collection app (with possibilities of mobile game)
- Tokenization of unique cards (large angel investors interest)

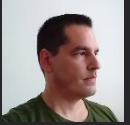


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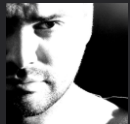
18. Team



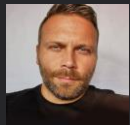
Brano Bielik – creator and owner



Karol Hotovy – AI developer



Alexandr Snopek – DTP designer



Viktor Bielik – art director



Marek Kery – Sales Executive



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