



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Mission Statement: **LEGIONS** is a revolutionary trading card game (TCG) designed to disrupt the outdated TCG markets.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

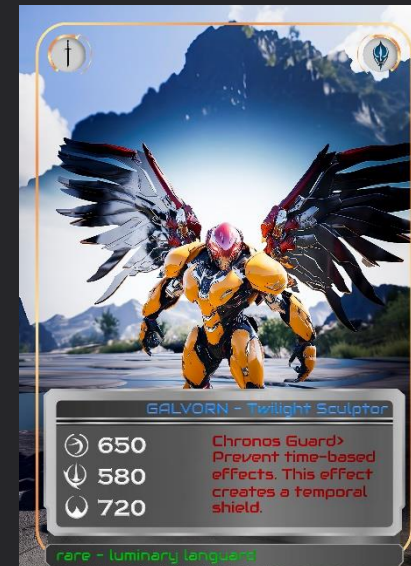


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### 3. Solution

- **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 and narratives, TCG products gain an entirely new dimension of immersion, making them more dynamic and relevant for today's tech-savvy youth.



## 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.



## 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**.



## 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.

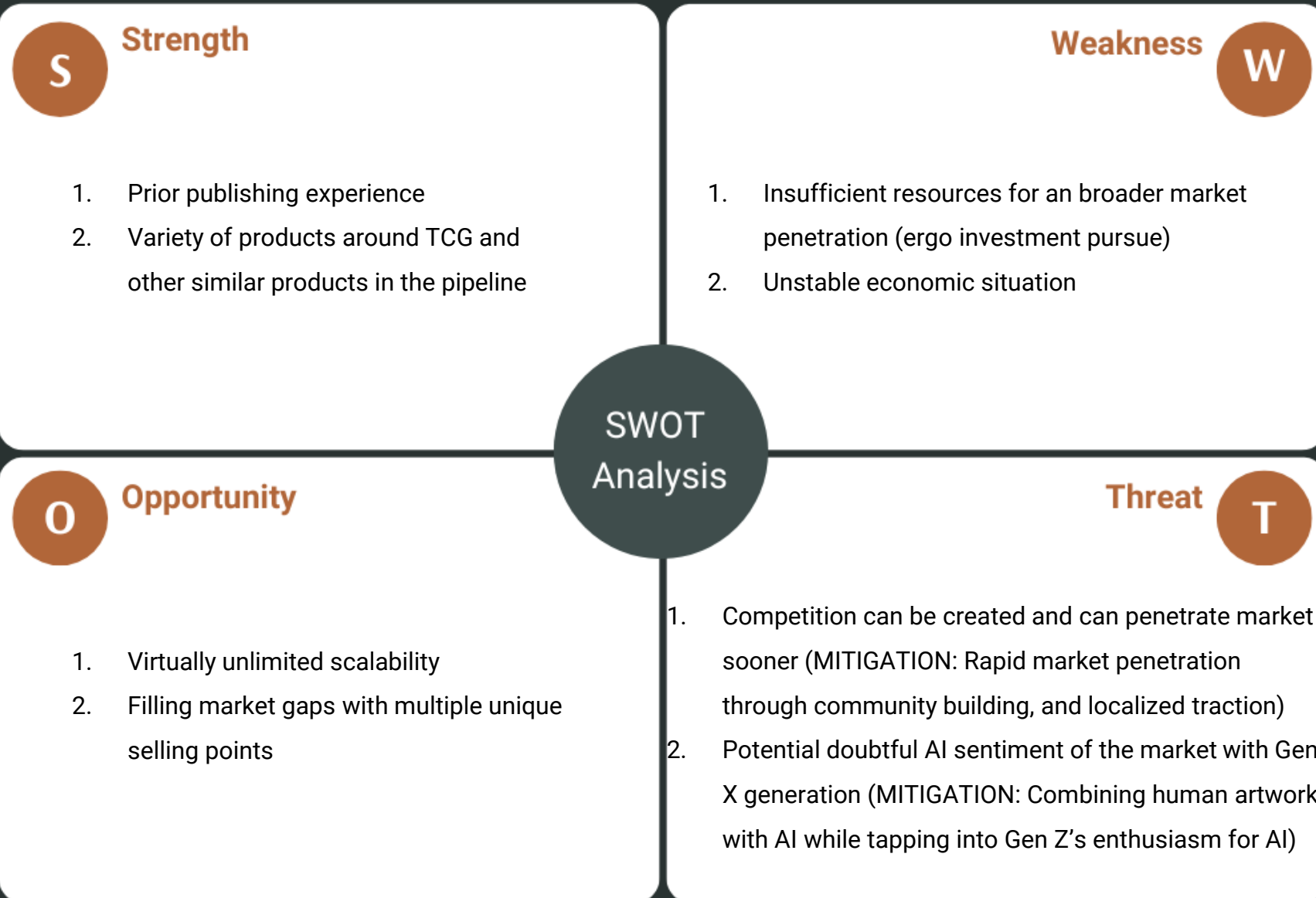
### Game Mechanics:

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





## 8. SWOT



## 9. 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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# 10. 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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# 11. 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

## 12. 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



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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

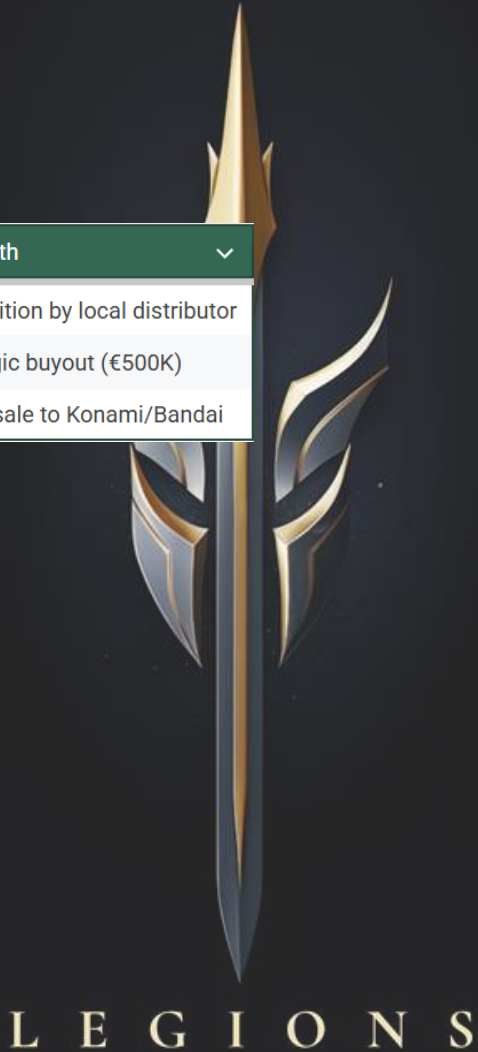
Tier	Investment Amount	Allocation	5-Year ROI Target	Revenue Drivers	Exit Path
Angel	€10K-50K	10K-30K packs, Basic marketing	€150K	Direct sales (€7/pack), Early CFC backers	Acquisition by local distributor
Seed	€50K-150K	50K packs + office, Salary	€450K	Retail partnerships, Limited books	Strategic buyout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



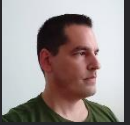
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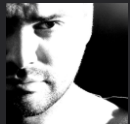
## 18. Team



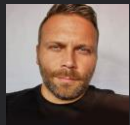
**Brano Bielik** – creator and owner



**Karol Hotovy** – AI developer



**Alexandr Snopek** – DTP designer



**Viktor Bielik** – art director



**Marek Kery** – Sales Executive

