



पर्यावरण

**A card-battle game
for tabletop adventures.**

(Like Dungeons & Dragons)

Wayfarer

A card-battle game
for tabletop adventures.

Your character visualized.



The Problem with Paper and Pencil Systems

DUNGEONS & DRAGONS®

CHARACTER NAME _____

LEVEL & CLASS _____ RACE _____ PLAYER NAME _____

EXPERIENCE POINTS _____ ALIGNMENT _____ BACKGROUND _____

ABILITY SCORES

STRENGTH _____ DEXTERITY _____ CONSTITUTION _____ INTELLIGENCE _____ WISDOM _____ CHARISMA _____

SAVING THROWS

Strength _____ Dexterity _____ Constitution _____ Intelligence _____ Wisdom _____ Charisma _____

SKILLS

Acrobatics (Dex) _____ Animal Handling (Wis) _____ Arcana (Int) _____ Athletics (Str) _____ Deception (Cha) _____ History (Int) _____ Insight (Wis) _____ Intimidation (Cha) _____ Investigation (Int) _____ Medicine (Wis) _____ Nature (Int) _____ Perception (Wis) _____ Performance (Cha) _____ Persuasion (Cha) _____ Religion (Int) _____ Sleight of Hand (Dex) _____ Stealth (Dex) _____ Survival (Wis) _____

ATTACKS & SPELLCASTING

NAME	ATTACK	DAMAGE	RANGE	AMMO	USED

FEATURES & TRAITS

INVENTORY & EQUIPMENT

OTHER PROFICIENCIES & LANGUAGES

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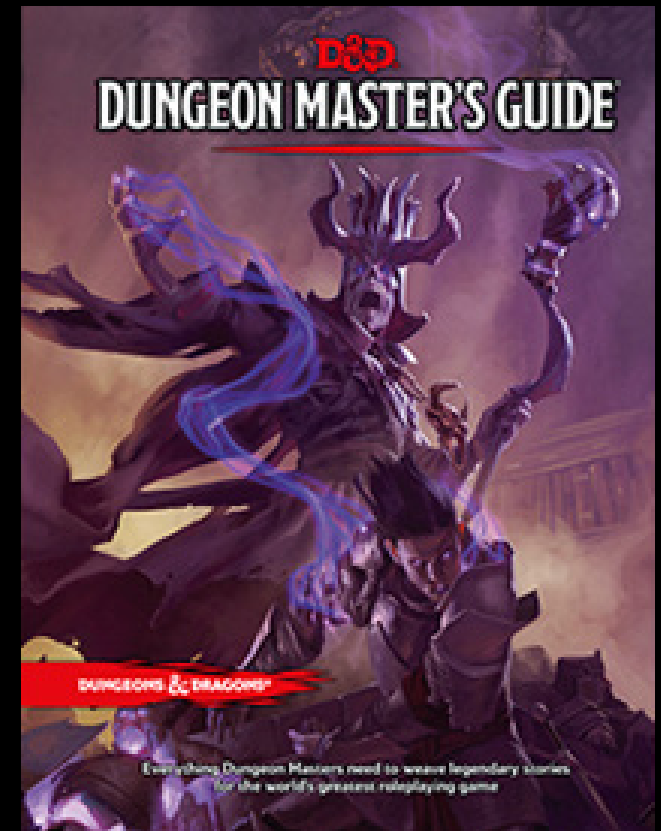
The Problem with Paper and Pencil Systems



\$50



\$50



\$50



Market Scale

U.S./CANADA GAMES SALES – 2016	
HOBBY GAMES CATEGORY	RETAIL SALES (IN MILLIONS)
COLLECTIBLE GAMES	\$750
NON-COLLECTIBLE MINIATURE GAMES	\$205
HOBBY BOARD GAMES	\$305
HOBBY CARD AND DICE GAMES	\$130
ROLEPLAYING GAMES	\$45
TOTAL HOBBY GAMES	\$1,435

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ICv2 (Geek Culture Business Analysts)

Market Scale



BusinessWire

A card-battle game for tabletop adventures.

Your character visualized.



CHARACTER

Wayfarer

A card-battle game for tabletop adventures.

Your character visualized.



CHARACTER



HELD ITEM

Wayfarer

A card-battle game for tabletop adventures.

Your character visualized.



CHARACTER



HELD ITEM



OUTFIT

Wayfarer

A card-battle game for tabletop adventures.

Your character visualized.



CHARACTER



HELD ITEM



OUTFIT



ACTIONS

Wayfarer

Business Model

- **Cost Structure**
 - Design
 - Production
 - Sales & Distribution
- **Key Partners**
 - Printers
 - Hobby Stores



End-User

- **Multiuser First-Purchase**
 - \$20-15 Starter kit with the basics
- **Single User**
 - First Purchase (\$10-15 kit)
 - Second Purchase (\$20 kit)
 - Third Purchase (\$20-30 kit)



\$20

Wayfarer

Marketing Strategy

- Core Market
 - Uniquely versatile
 - One-versus-many gameplay
- Casual Market
 - Personalized, Persistent
 - Visual
 - Cooperative



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