



Praxitar

Jeremy Banka | Tempest Games

**Wayfarer is a card-based,
strategic fantasy battle game.**

Wayfarer

Problems with Paper & Pencil

\$20



\$50



\$50



\$50



DUNGEONS & DRAGONS®

CHARACTER NAME _____

LEVEL & CLASS _____ RACE _____ PLAYER NAME _____

EXPERIENCE POINTS _____ ALIGNMENT _____ BACKGROUND _____

STRENGTH **DEXTERITY** **CONSTITUTION** **INTELLIGENCE** **WISDOM** **CHARISMA**

INSPIRATION **PROFICIENCY BONUS**

☐ Strength
☐ Dexterity
☐ Constitution
☐ Intelligence
☐ Wisdom
☐ Charisma

SAVING THROWS

☐ 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)

SKILLS

PASSIVE PERCEPTION

ARMOR CLASS **MAX HP** **TEMP HP**

CURRENT HIT POINTS

HIT DICE
d6 _____
d8 _____
d10 _____
d12 _____

SUCCESSSES **FAILURES** **DEATH SAVED**

INITIATIVE **SPEED** **VISION**

NAME **ATTACK** **DAMAGE** **RANGE** **AMMO** **USED**

ATTACKS & SPELLCASTING

FEATURES & TRAITS

OTHER PROFICIENCIES & LANGUAGES

INVENTORY & EQUIPMENT

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Card-based, strategic fantasy battle game.

Assemble your character.



CHARACTER

Wayfarer

A card-battle game for tabletop adventures.

Assemble your character.



CHARACTER



HELD ITEM

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CHARACTER



HELD ITEM



OUTFIT

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CHARACTER



HELD ITEM



OUTFIT



ACTIONS

Wayfarer

Market Scale (2016)

\$130M - Hobby Dice and Card Games

\$45M - Roleplaying Games

ICv2 (Geek Culture Business Analysts)

Business Model

- **"LEGO" Model**
 - Returning customer base
 - Low initial price point
 - Lots of desirable expansion content
 - No gambling



Business Model

- **Cost Structure**

- Game Development (In-house)
- Art and Visual Design (In-house)
- Production (Outsourced)
 - \$5.40 per \$20 retail deck
 - as low as 99¢ in volumes of 500+
- Distribution and Sales



Product Structure

\$ First-Purchase

- \$20 Single-user kits
- Discounted bundle for groups.

\$\$ Expansion Sets

- \$30-40 (Multi-character upgrades)

\$\$\$ Core Users

- \$100+ Complete set



Marketing

- **Digital Channels**

- Social network pages, promoted to MtG, D&D Players
- BoardGameGeek

- **Physical Channels**

- Competitive playtesting events
- Physical displays in hobby stores
- Gaming conventions



IP

- Distinctive visual style
- Deep color-coding system
- Integrated Icon and Font system
- One-man operation (until now)

Wayfarer

Competition

- Unique "Middle Ground"
- More competitors, but none as versatile.
- Versatility is a significant value for players.



Timeline

1. Ready for initial sales to playtesters Week 1 of Next Term.
2. April 6 - Gamestorm Playtesting (Vancouver)
3. April 21 - Just-A-Game-Con Playtesting
4. Launch crowdfunding campaign in June.

