



# प्रत्यक्ष

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

Wayfarer

A card-battle game for tabletop adventures.

# Assemble your character.



CHARACTER



HELD ITEM



OUTFIT

Wayfarer

A card-battle game for tabletop adventures.

# Assemble your character.



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

**Wayfarer**

# Competition

- D&D and MtG
- Unique "Middle Ground" between these.
- Versatility is a significant value for players.



# Team

Currently: Me.

- Need Marketing
- Possibly need salespeople



# 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.





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**Ask: Introductions to  
marketers, event organizers,  
etc.**

