

1. Executive Summary

- **Short, punchy distillation of:**
 - **What *Battle Eternal* is in one sentence.**
 - A dystopian transmedia universe that captures Earth 40-50 years in the future where a technology-first revolution against tyrannical control of the population takes place - encouraging existential, moral and political quandries along the way while inspiring learning of history, spiritual/esoteric/mystical teachings of past civilizations & new age skills in our number of media delivery systems.
 - **What is our theme?**

A dystopian future, where the current questions of our day may see their answers. The re-emergence of Polytheism, Simulation Theory, and Pantheism via a sudden tear into the fabric of third-dimensional 'reality.'
 - **What is our hook?**

An eternal message to the aware, that things are about to change. Using our deliverables in a coordinated release campaign (via marketing, etc) to draw highly focused, curious consumers first.

Then, opening the door alongside these consumers through concise social media postings (similar to Anon, Q-Anon, etc). Postings to be delivered in a cryptic, but also, straight-forward manner (surface message, hidden meaning modeling).
 - **Why the market needs it now.**
 - The morals of the population – and knowledge of the past 99% of Earth's history is dissipating. With each year, the opportunity to turn the ship – and the number of captains able, gets more and more out of reach. Like oral history, eventually, nobody remembers the stories & their teachings if not made Eternal. Then history is bound to repeat itself in the worst ways.
 - **Your initial go-to-market plan.**
 - **The ask (what you want from investors).** \$500k for 10% (with another 10% to be able to be purchased at next round of funding at that valuation) for Key to get housing/living expenses of \$5k/mo. & \$5k/mo. to be split between Ryan & Bill as they see fit to allow for over full-time uninhibited work.

2. Problem & Opportunity

- **What pain point does Battle Eternal solve?**
 - *Gamers:* mainstream games lack true end-game inspiration, economies that inspire & spiritual/philosophical depth rooted in history.
 - *Spiritually curious:* spirituality content lacks engaging, modern formats.
 - *Collectors:* growing demand for unique, lore-backed digital/physical collectible, tradable

and playable assets. (card game - whether 2 v 2 even like Unstable Unicorns where you can play multiple people at once – choose who you attack and kill all beasts of first after picking 10 of your cards – starting with 25 in deck..)

- **Why this is a big, underserved market** (with data: e.g. size of TCG, VR, anime/manga markets).
 - Clearly Dan Dani Dan #1 Netflix anime recently displayed the market's demand for this spiritual type of action/adventure story.
 - Spirituality & moral feedback/teaching of skills and ancient knowledge through an interactive experience hasn't been a goal of other projects – but is trending heavily

3. Market Analysis – who is your customer & size of market

Gamers/Spiritually-inclined - Anime – Dan Dani Dan Biggest Netflix anime show ever about two teenagers who obtain supernatural powers and fight Japanese demons

Teach what people who don't have a spiritual mom – ancient knowledge, not religious but multiple truths of ancient civilizations and hidden knowledge/the questions of life

*Learn beginner coder through ai instructions and apply in the game for the AI revolution so what you're learning can get you achievements/loot/currency in game

Spiritually-inclined feedback loop on decisions



Battle Eternal is a multimedia franchise blending **myth, spirituality, and gaming**. Our roadmap launches from **storytelling (digital comic + lore)** into **interactive experiences (card game / RPG-lite)**, and ultimately scales into a **full Ready-Player-One-style ecosystem** that teaches real skills while entertaining.

We start small, but every step builds toward the long-term vision.

- * Manga/Comic Consumers
 - * Gamers
 - * Aspiring Technicians and Software Developers
 - * History Buffs
 - * The Esoterically and Spiritually Curious
 - * Collectibles Enthusiasts (NFT, and Real Assets)
 - * Content Creators (D&D Campaign to be collaboration with this group)

- **TAM**

- **SAM**

- **SOM**

(Total Available Market, Serviceable Addressable Market, Serviceable Obtainable Market).

- **Global TCG Market: \$14B+ by 2028.**

- **Global Anime Market: \$25B+.**

- **VR/AR Gaming: \$50B+ by 2030.**

- **Where Battle Eternal fits and overlaps:**

4. Competitive Landscape

- **Who else plays in your space?**
 - Yu-Gi-Oh, Magic: The Gathering, Diablo, Sandman, Marvel, Genshin Impact, FABLED SAGA, Oblivion, Immortalis
- Similar Companies of end-game goal : Valve / Friends of little orphan annie club from the Christmas story
- Your differentiation:
 - Spirituality & myth (not just fantasy).
 - Multi-format franchise (comic → html5 game -> digital card environment → graphic novel -> VR).
 - Educational component (real-world coding/knowledge/other personal development or spiritual/psychological counseling by licensed therapist gamers).

5. Business Model (Expanded)

- **Already touched, but investors want more detail:**
 - Pricing tiers (comic free vs. collector edition vs. NFT).
 - Card pack margin structure (cost of goods, fulfillment).
 - Patreon/Kickstarter/Product Hunt stretch goals & backer tiers.
 - Long-term monetization (subscription, marketplace, licensing).

6. Go-to-Market (Execution Details)

- **Timeline (Q1–Q4 milestones).**
- Customer acquisition strategy (paid ads social for grassroots ready player one anonymous, influencers, partnerships).
- Retention strategy (discord server, community events, cryptic teaser drops, physical distribution of metal tarot card cases/first edition metal 3D printed like Pokemon).

7. Traction / Proof Points

- **Even if early:**
 - **Size of current online following (Medium, Discord, Reddit engagement).**
 - **Early artwork, demos, or lore bible excerpts.**
 - **Feedback/testimonials from target audience (spiritually inclined gamers).**

8. Financial Projections

- **3–5 year P&L forecast (even if directional).**
 - **Revenue streams by phase.**
 - **Costs (art, dev, marketing, minting, ops).**
 - **Breakeven point.**
- **Show at least 2 scenarios: conservative vs. aggressive growth.**

9. Funding Ask & Use of Funds

- **How much are you raising? \$600k (10% + first right of refusal to purchase another 10% at future funding round valuation of \$10m+)**
- **At what valuation (or SAFE/convertible note)? SAFE \$6m**
- **How will you use the capital? (e.g. 40% product/art/dev, 30% marketing, 20% ops, 10% legal).**
 - **50% ops (software development & services), 30% marketing/legal, 20% Compensation of Officers**
- **Timeline of deployment.**

10. Risks & Mitigation

- **Common for investor decks — shows you've thought it through:**
 - Risk: NFT market volatility → Mitigation: not core revenue driver.
 - Risk: crowded TCG market → Mitigation: unique lore + spiritual IP.
 - Risk: limited dev resources → Mitigation: phased rollout, outsourcing.

2. Go-To-Market Strategy (Phased)

Phase 1: Story & Community Foundation

Deliverables:

- 1) Quantum Fracture / Blast Zone Event – Digital Comic Video for the 'Chosen Ones'
- 2) Deadsec / similar game, with three pieces of evidence from the “they lied to you” campaign pushed by the Glitch Collective, and final message (buried on official site, social media linked, crawling disabled).
- 3) Alexander's Card Game, with Immortalis event style, leaderboards, (eventually in-game-or-official market to buy/sell/trade). Potential mobile app/game to partner with trading card game, playable digital cards now, with promise of physical cards, perks, awards etc later.
- 4) From there, Key focuses on Graphic Novel (Series #1), as Bill and Ryan develop the trading card game.

- 5) Why VC money eventually? First-Person adventure style, VR. Until that time, build IP value with projects already undertaken.
- (Previous to our meeting): (Digital Comic Book / Visual Novel (pilot episode))
 - Serves as *storyboard* for Season 1.
 - Distributable on **Medium, Patreon, YouTube (animated panels)**, product hunt
 - Collects early adopters & community feedback.)
- **Marketing Channels:**
 - Medium (manifesto + lore drops)
 - YouTube (Episode 0, “Quantum Fracture” short film)
 - Socials, Reddit / Spiritual + Gaming groups
 - Patreon (early supporter content)
 - Product Hunt
- **Funding Options:** Kickstarter for *collector comic + trading cards + NFT tie-in*.

Phase 2: Interactive Pilot Game

- **Option A: Alex Card Game (TCG Lite)**

- Free “starter card” (sorting hat style, light/dark choice).
- Digital + physical packs.
- Early monetization via **Kickstarter pre-sales + NFT cards**.
- Revenue Example:
 - 3-Card Pack – \$9.99
 - Potions / Power-Ups – \$1.99
 - Special NFTs – \$14.99+

Phase 3: Scalable Universe Expansion

- 3D Visual Novel → VR game (spiritual skills, coding quests, mythic combat).
- Franchise grows like *Yu-Gi-Oh* + *Sandman* + *Ready Player One*.

3. Revenue Model

- Digital Comic + NFTs
- Trading Card Packs (physical/digital)
- Product Hunt & Patreon Supporters, Kickstarter, & Crowdfunding (collector perks)
- Game sales, expansions, in-game learning lessons/pathways & in-game trading/auction transaction fees.
- Long-term: In-game economies & licensing

5. Team & Roles

- **Ryan Rodriguez:** CEO, Secretary, Business Strategy, Finance, Creative Optimization. (Experience in Startups, Real Estate, Finance.)
- **Kiyani Montgomery:** Creative Lead (lore bible, imagery, character dev, coding background).
- **Bill Pelfrey:** CTO, CSO, Head of Gaming, Team Building & Lore/Reality Support, Web Development, Campaign Strategist, (Experience in Team Building, Game World Development).
- **Extended Network:** Artists, card designers, devs for scaling, admin roles, ops roles,.

6. Why Now? (Investor Angle)

- Exploding market for **transmedia franchises** (Diablo, Sandman, Yu-Gi-Oh, Magic).
- Nostalgia + spirituality + gamification = underserved niche.
- Crowdfunding/NFT adoption proves demand for “myth + collectible” IP.
- Low-cost entry point → high scalability with right capital.

- AI, human-ai integration, government & spirituality/morality are hotter and hotter topics

Battle Eternal Business Structure

(L0, L1, L2, L3) Layers

L0: Founders

L1: Board, Company Leadership

L2: Business Partners, Contributors, Trusted Insiders

L3: Content Creators, and Players

10,000,000 Shares, Class A

100,000,000 Shares, Class B

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Ownership at Foundation:

* Kiyani Montgomery to own 5,100,000 Class A, and 51,000,000 Class B Shares.

* Ryan Rodriguez, and R William Pelfrey to own 4,900,000 Class A, and 49,000,000 Class B Shares, in a Trust.

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Dilution...

...only to occur by financing, and award of shares for non-financial contributors in the 51/49 ratio.

Founders shares function as a pool, to be drawn from equally.

Walk-away, Buyout, etc:

Reciprocal buyout agreement among Founders on a right-of-first-refusal basis, right further extended to named L1 Partners, and then, select L2 for promotion to L1.

Board Control

Kiyani Montgomery retains board control, unless proxied through, or transferred to Ryan Rodriguez, or R William Pelfrey.

Leadership Structure

Classic Board Style:

Principal Founder

Kiyani Montgomery

Founder

Ryan Rodriguez, R William Pelfrey

Company Operational Leadership:

Chief Executive Officer (CEO): The highest-ranking executive, responsible for overall strategy, decision-making, and leading the company toward its goals.

- Chief Financial Officer (CFO): Oversees financial planning, budgeting, accounting, and financial reporting; manages fiscal health and investments.
- Chief Operating Officer (COO): Manages day-to-day operations, ensuring efficient execution of business processes and strategies.

- Chief Information Officer (CIO): Leads IT strategy, overseeing technology infrastructure, systems, and digital transformation initiatives.
- Chief Technology Officer (CTO): Focuses on product development, innovation, and technical strategy, often in tech-driven companies.
- Chief Marketing Officer (CMO): Directs marketing strategies, brand management, advertising, and customer engagement efforts.
- Chief Human Resources Officer (CHRO): Manages HR functions, including talent acquisition, employee relations, training, and organizational culture.
- Chief Legal Officer (CLO) or General Counsel: Oversees legal affairs, compliance, contracts, and regulatory matters.
- Chief Information Security Officer (CISO): Responsible for cybersecurity, data protection, and managing IT risks.
- Chief Strategy Officer (CSO): Drives long-term strategic planning, mergers, acquisitions, and business development initiatives.
- Chief Data Officer (CDO): Manages data strategy, analytics, and governance to leverage data for business insights.
- Chief Compliance Officer (CCO): Ensures adherence to laws, regulations, and internal policies, often in regulated industries.
- Chief Risk Officer (CRO): Identifies and mitigates financial, operational, and strategic risks.
- Chief Creative Office (CCO): Drives creation of story-driven content, and ensures continuity.
- Chief Game Officer (CGO): Leads game systems development, world building, and operations.

* denotes job to be assumed by future trustworthy persons.

RYAN: CEO, CMO*, CHRO*

KEY: CCO

BILL: COO, CDO, CSO, CGO, CIO*, CTO*, CISO*, CRO*

R/E/J: CLO, CCO