**1. Where your initial ask appears to be $500K+, how much runway do you believe that will provide you, and how does that breakdown costs/expenses/compensation-wise?**

A: We see a massive opportunity to fill a gap that has formed in the market – and, given our economical access to infrastructure, technological, and spiritual guidance, we would most assuredly choose to execute 'Operation: Freedom.' For reference, that consists of obtaining a clear track and standard of living for our Chief Creative Officer, Kiyani Montgomery to experience his unwinding from the PTSD-fuel that is his current environment at the Salvation Army - with Ryan and Bill at his side almost 24/7 in Silicon Valley to assist in the transition physically, mentally and spiritually. The goal is to set the organization up for success through in-person teamwork amongst ourselves, and hopefully, Jaymes/Eric and any other advisor/collaborator they suggest/provide/contract to us through the Accelerator or otherwise .We currently estimate this budget to cover a 3-month hermitage for the Founding Team, and Key Advisor, on an organic, Project-Oriented basis. This brings the total headcount to 4 persons per day (Ki, Ryan, Bill, and KA) The following is a categorized breakdown of expected costs:

***\*Updated Offer: $750k for 15% with opportunity to purchase 5% more upon valuation of $10m+***

**Y1 Projected Revenue $300k Digital Card Game + $350k Kickstarter Comic/TCG/Collectibles/Plush/NFT**

**= $650k ($100k COGS)**

**+ $750k Investment + $100k BLOC (for expenses as Founders & Advisory Board see fit - to be extended, grown or paid back at next round of funding $10m+) = $1.5m Potential Operational Cash Flow**

**Y1 Projected Costs on Go To Market Strategy = $750k (worst-case, assuming no revenue we won’t run out of cash with these estimated figures – but we would like assistance with right-sizing development, animation and marketing budgets)**

**Fixed Costs (\*denotes priority of discretionary cash flow):**

**$165k - Compensation of Officers -** $68,640 Ryan/Bill Trust & Kiyani x 1.2 (Fed/state employer tax etc.)

**$100k – FT Full Stack Soft. Developer** (plus stock options - $80k originally but added 25% to be conservative w/ state/employer taxes)

**$32,000** **– Lodging** - Acc. Corp. Kickoff/Op. Project Freedom: 3 mo.s in Silicon Valley - (2) 2 bedroom STRs

**$32,500 – Equipment** (see Equipment list)

**$10k – Legal** - Terms & Agreements, Contractor/Contract Agreement Review, Incorporation Contracts etc.

**Variable Costs:**

**$8k - Travel to 1 in Y1 upon 2D Launch: GDC, PAX East, E3 and PAX West (ticket, flight, hotel)**

**$2k Misc Budget for unanticipated travel/promo expenses**

**$10k – Graphic Novel / 2D Game Music**

**$5k - Art**

**$50k – Contract Animation Services/2D/3D Modeling**

**$100k - Contract Software Development, Crypto Consulting/Implementation of NFTs & Writers/Consultants**

**$100k - Marketing**

**$100k - COGS**

**$20k - Accounting & Information System**

**$14,560 - Food**

**$3,640 - Entertainment**

per diem = D \* Y

Y = 91 Days

D = Single Day Cost, Single Individual

D-List--

Food: $40

Entertainment: $10

**EQUIPMENT LIST**

\* Kyocera Color Printer: $1,600

\* Laptop, to be used by CGO. $1,500

\* $25,000 budget for TrueMark.io Secure Terminal / Enterprise Software/Servers, Travel to SLC.

\* Playable Card Sleeves - $100

\* Banker's Boxes - $50

\* Preservation Materials, baggies, etc. $50

\* Latex Gloves - $10

\* 2 Starlink Unlimited @500mbps -

$1609 KYOCERA ECOSYS MA4000cix

Media, Kyocera Color Printer:

4x $90/7500 pages, per C-M-Y-K

$30 for Standard Paper x 500

$50 for

= $32,500

For the purpose(s) of: Card Printing, Documentation, Adherence to Work Flow Transition Plan, Etc.

**2.** **Given the stated titles divided amongst the 3 of you, how much of each of your bandwidths will be focused on this business (ex. you appear to do real estate/finance as your primary source(s) of income, so as CEO/CMO/CHRO how much time will you be dedicating to this business and at what point, if any, will you transition to full time?)**

Kiyani, Ryan & Bill full-time (BEYOND 40 hours per week) as soon as funding allows for $68,640 min. base salary to be paid to Kiyani & Ryan/Bill Trust. We are planning on 3 months in Silicon Valley to be able to get the maximum benefit from joining the Accelerator at Rely Capital – or at least being able to collaborate in-person with Jaymes, Eric and their networks.

**2.** **Is Bill anticipated to be building/coding some/all of the software/infrastructure or as CDO/ CSO/CGO and temporary CIO/CTO/CISO is he going to be supervising/project managing others; if the latter, what are his qualifications?**

Bill & Ryan will be supervising/project managing others, hand-in-hand. Specifically, supervising/project managing on development of the first revenue-generating tech: Alexander’s html trading card and native mobile game. He will guide the game rules (which him and Ryan have made much progress on), UI, user experience, and economy infrastructure - and connectivity to the restroom of releases, economic and token system. Bill has vast experience in crafting systems, building/working with tech teams & the broad range of concepts at work in the Battle Eternal gaming ecosystem - but will need to collaborate with individuals with expertise in software programming, crypto expertise, game theory & animation. Bill has real-world experience leading a team of coders while developing, of Multi User Dungeons and developing campaigns, rules, characters, items and npcs. He also has multi managed services experience working with individual customer IT environments, providing phone support where he was responsible for troubleshooting, advising, implementing and building tech systems for individuals and businesses.

**3. What's the timetable for hiring FT folks to fill some of the positions and how much do you expect will be needed for their compensation packages?**

Immediately:

Officers: CEO, CCO & CGO - $68,640 (min salary in ca)

Software Development Lead $80k + vesting stock options

Story/Narrative/Writing Consultant as Necessary to Guide Kiy in foundation of Pilot & Season 1

After Y1:

CTO and/or CMO (upon advisement) - $175k + vesting stock options

Story Lead or Narrative Director - $175k (+ stock options)

Additional Software Developer - $120k (+ lower value of stock options)

Marketing Lead - $120k (+ stock options)

**4. How soon do you believe the business will be able to become self-sufficient financially, and what do you believe the quickest path will be to attain that status?**

27 Months from funding we should be self-sufficient financially, but will need to start planning additional funding to reach our end goals outside this budgetary scope such as a VR game 3-6 years down the line.

**Product Roadmap:**

**1 mo.** Launching Redesigned Website/Kickstarter within with $350k goal for tcg and digital comics & $100k in COGS - different offerings for different buy ins like comics, metal cards, starter/booster packs down the line, nfts & other collectibles (labubu/neopets).

**4 mo.** Complete Digital and/or Physical Comic of Episode 1 & Deploy Glitch Collective Marketing Campaign to drop to Kickstarter supporters/social & HTML Games starting with Alexander’s mobile card game selling card packs (come with NFTs and physical cards promised like kickstarter), health potions etc

**6 mo.** Release (finished Writing, Animating and voicing) Key’s Season 1 Pilot

**9 mo.** Single player (game boy 2D or cell shaded) html 5 game (Freemium/$9.99 subscriber model)

**12 mo.** season 1 of Battle Eternal Graphic Novel/Anime to be ready for delivery for Amazon/Netflix

**5. Is Kiy prepared to remain "back of the house" as CCO, focused strictly on the creative side? At what point will the creative team need to be grown, and who will manage that? What are Kiy's qualifications if he chooses to assume management over the creative team?**

Kiy is prepared, and would prefer, to stay in his creative lane on the story. A key request has been made that he be able to focus solely on creative projects - and be kept on schedule & abreast as Ryan and Bill see fit. We will consult/contract collaborators such as animators and writers that have skills that allow him to best tell his story within year 1. Any collaborators or hires will be jointly interviewed and selected with Ryan & Bill approval. The synergy with Kiy between personality & bringing new skills will be the measure. We are open to hiring a CCO as first or second Chief upon advisory discussion & budget prioritization in Y1-2. We are open to increasing budget here to guide his creativity - above or below him in title (but he remains final say in story).

**Gust Progress:**

**Company Summary:**

Battle Eternal is an expression of the Creative Storytelling genius of Key Montgomery.

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.

Corporate Models: Valve, Early Marvel

**Management Team:**

Key Montgomery: Founder, CCO, CLO  
Ryan Rodriguez: Founder, CEO, CFO, CMO\*, CHRO\*  
Bill Pelfrey: Founder, COO, CDO, CSO, CGO, CIO\*, CTO\*, CISO\*, CRO\*

\* denotes 'Acting As' status

Key Chief Creative, and Storyteller. In both, his life, and his labors, he is demonstrating mastery, through the concept of BE.  
Ryan is experienced in startup management, from the ground, up, among other skill sets.  
Bill is Master of Game, Strategy, and Chief Economist.

**Customer Problem:**

Upset that Sandman got canceled?  
Diablo IV feel too 'cash grab,' and not 'Diablo' enough?  
Getting over Hasbro's ravages upon MtG?  
Tired of feeling robbed by Niantic?  
Is your trading card collection appreciating on a shelf?  
Ever wanted to have an NFT/Crypto version of your collection?  
Are you fascinated by the Entities that have made the Gaming World spin, since gaming came to be, or any step along the way?

Battle Eternal.

**Products & Services:**

Digital Comic that reads like a darkly written novella-meets-anime. Deeply rich, and detailed micro-cinematics in some panels.

A Card Game that plays like a meta-strategy, and tactical successor to 'Yu-Gi-Oh!,' but also contains tried and true storytelling, and strategic elements.  
(which is combined with...)  
A digital offering, with serial-identified redemption carryover from physical product.

Both will be linked to 'the Economy.'

**Target Market:**

Worldwide penetration potential, with digital, and physical offerings.

Teen+, with potential to reach into the 50's reliably.

Anyone, from any walk of life.

Casual to Serious Gamers, and Collectors.

**Business Model:**

Utilizing a multimedia strategy to deliver the storytelling concept, and digital comic alongside playable and collectible content.

Our 'Economics' will have a focus on a modest player share ownership, and a Tribune title. Major milestones to have unique collectibles, bounties, and other Consumer interactions on offer. Through this model, we will engender long-term engagement between ourselves, and the Consumer.

**Customer Segments:**

Social Media: A lite 'Cicada-style' marketing campaign, with direct tie-ins for people to claim early access to content offerings...

Comic Readers: We will begin with our digital comic, and be building out our card game in one year, and digital offering within two...

**Sales & Marketing Strategy:**

Our Economic model provides players with a minimum expectation of value return. When partnered with our A/B/C share structure, we will be able to include accrued player value into future content offerings.

Our cryptocurrency will be a fractional share of the player ownership pool.

Our player asset investment strategy will show our esteem for our players.

Word of mouth 'buzz' will be all but assured.

Social Media engagement will be strategic.

Physical card game to go to market via a hybrid digital/distributor model...

'Influencer' Engagement: A packaged version of all current offerings, with a one-off special tribute card/memorabilia specific to them.

**Competitors:**

Marvel is being devoured by the Mouse.  
DC is languishing in the hands of WB.

Magic: the Gathering. is being pillaged by Hasbro.  
Yu-Gi-Oh! has fallen off in its watchable content offering, losing its symbiosis in marketing.

Niantic and Nintendo are being rough with their fan bases across-the-board, Pokemon included.

All are veritable behemoths in-regards to multimedia content offerings. However, ill-will from consumers is measurable

Sandman...

**Competitive Advantage:**

Battle Eternal’s competitive edge comes from the fusion of AI-enhanced creativity and deep, lived experience within gaming culture. Our thought-driven, AI-supported creative process enables us to rapidly develop visual worlds, lore, and scripts with efficiency and scalability—positioning us to reach a nearly limitless range of markets without creating barriers to entry for fans, enthusiasts, and content creators who want to engage with our universe.

What sets us apart is that our founding team has been on both sides of the industry—not just as fans, but as *high-level competitors and builders.* Two team members have competed in professional gaming leagues, including the Cyberathletic League, giving us firsthand knowledge of competitive dynamics, meta-strategy, and community psychology. Another co-founder successfully scaled multiple multi-user dungeons (MUDs) to over 1,000 active users, coordinating directly with coders to design immersive, persistent online experiences. He also broke economies and money counters on multiple RPGs – and has the experience, knowledge and passion to build for an end-game that continues to be fruitful and fun while our audience waits for expansions/further content releases. His vast experience in Video Game industry combined with a lifelong passion for Magic the Gathering allows for a cross-pollination of an economy that comes off the screen – and drives/protects real value through the benefits of allowing players to grow the power (and therefore value) of their physical, digital and NFT BE Mythical Beast Trading Cards. This blend of competitive gaming insight, proven community-building, trading card experience and modern AI-driven creative output allows Battle Eternal to stand apart from major players now moving into transmedia universes. Where others require massive overhead and long timelines, we can prototype, adapt, and deliver content quickly while staying rooted in authentic gamer culture—earning credibility with both mainstream consumers and early adopters.