



# GENESIS

BATTLE OF CHAMPIONS™

A Tactical Collectable Card Game

by  
HAUNTED CASTLE  
G A M I N G



# What is Genesis: Battle of Champions?

Become a champion in Genesis: Battle of Champions™, a Tactical Collectable Card Game developed and manufactured by **Canadian** company Haunted Castle Gaming Inc.

- A new type of game
- Blend between miniature and card games
- You are in the game



# What's unique about Genesis?



## Take you out from behind your hand and into the game

Genesis really wants to take you out from behind your cards and turn you into a Champion, battling your opponent in an arena style combat.

## Tactical twist on Collectable Card Games (CCGs)

Genesis takes a refreshing twist CCGs by a strong tactical element where direction and space matters.

## Start Strong, Struggle Later

Genesis reverses resource expectation by giving players all of their resources at the beginning of the game. This allows players to start strong at the beginning of the game and the real struggle and strategy is how you manage your resources towards the end of the game.

## Canadian Born

Genesis is designed, developed, manufactured, and distributed in Canada.



# What are players saying?

“Best art work”

“You are in the battlefield”

“A lot of fun”

“Awesome community”

“Easy and comprehensive set of rules”



FaceBook Reviews: [www.facebook.com/pg/GenesisBoC/reviews](http://www.facebook.com/pg/GenesisBoC/reviews)

More reviews here: [www.genesisbattleofchampions.com/reviews](http://www.genesisbattleofchampions.com/reviews)

 **Steveo Torell** recommends Genesis: Battle of Champions. August 27 at 11:17 PM · 🌐

By far now my favorite card game... love It! tcg and chess. a lot of strategic elements.. amazing design... absolutely some of the best art work. most of all about this game is it gives you the feeling its actually YOU on the battlefield. This game is great. easy to learn. Creator Assad is amazing with support and passion to promote this game. He's a great guy. I will always have this game available at my store.. even though still in alpha i'm still running it 2x a week. I've been playing religiously since I've known about it. Cant stress it enough how much fun and excitement this game is! I feel everyone should give it a try. I give this game a 5 out 5!!

 **Josh Filsinger** recommends Genesis: Battle of Champions. August 30 at 1:55 PM · 🌐

great machanics and a lot of fun. Genesis is familiar enough that you can pick it up really quick but adds some unique difference that make it compelling and interesting to come back to. awesome community and some helpful tools have been developed that make deck building very easy

 **Taz Clark** recommends Genesis: Battle of Champions. August 24 at 5:53 PM · 🌐

Genesis is an extremely welcoming game. Taking some traditional card game traits and making them more interesting; while simultaneously providing an easy and comprehensive set of rules. If you've never played card or tactical board games before this is a good stepping stone into different and amazing roads. Haunted Castle Gaming are hard working people who have created a very strong community and I can't wait to see it grow! I'm always excited for next expansions, seeing new art and all the amazing things they introduce. This is the game to watch for future hobbyists. 😊

# Margins

Our Products	Wholesale Cost	MSRP
Beta Starter Kits	\$30 / Starter Kit	\$50 / Starter Kit
Beta Booster Boxes (24 booster packs per box)	\$72 / Booster Box	\$100 / Booster Box
Beta Booster Pack (Not sold individually)	\$3 / Booster Pack	\$5 / Booster Pack
Game Mat	\$20 / Game Mat	\$40 / Game Mat

All of this information and more can be found at:  
[www.genesisbattleofchampions.com/stores](http://www.genesisbattleofchampions.com/stores)



## Introductory Package

- 6x beta starter kits
- 5x beta booster boxes
- 3x game mats

Normal Price: \$600 + Tax

Our Offer: **\$540 + Tax**

Bonus Offer: 4x Copies of Every Card



# Margins



Our Products	Amazon Price	MSRP
Beta Starter Kits	\$55 + HST	\$50 + HST
Beta Booster Boxes (24 booster packs per box)	\$120 + HST	\$100 + HST
Beta Booster Pack (Not sold individually)	We don't sell on Amazon	\$5 + HST
Game Mat	We don't sell on Amazon	\$40 + HST

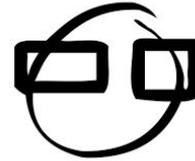


# Our growth

Genesis began sales on October 28, 2017.

Current Partnership:

- **Forbes Hobbies (Cambridge)**
  - Joined the team on March 1, 2018
- **Heads or Tails Gaming (Brantford)**
  - Joined the team on March 23, 2018
- **Phoenix Games & Hobbies (Kitchener)**
  - Joined the team on November 3, 2018
- **The Roundtable (Guelph)**
  - Joined the team on December 8th, 2018
- **Nerdz Cafe (Woodstock)**
  - Joined the team on January 19th, 2019
- **Hobby Studio (Brampton)**
  - Joined the team on February 11th, 2019



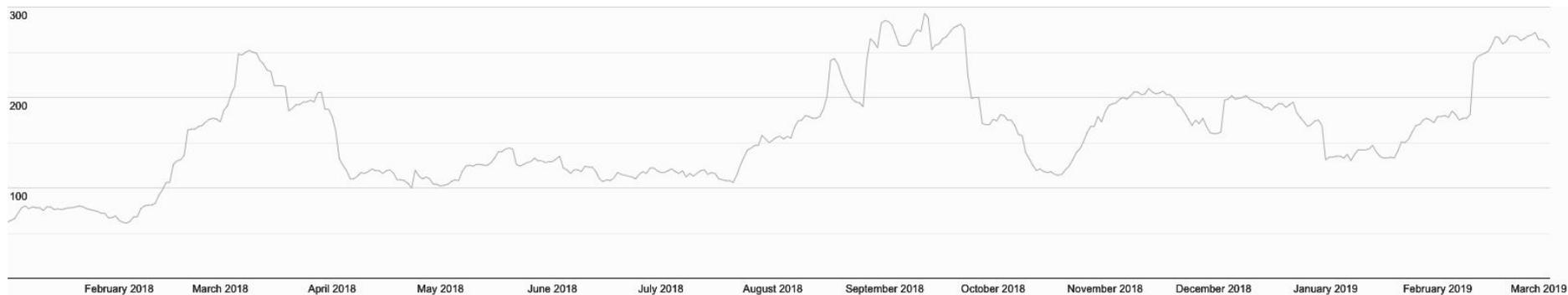
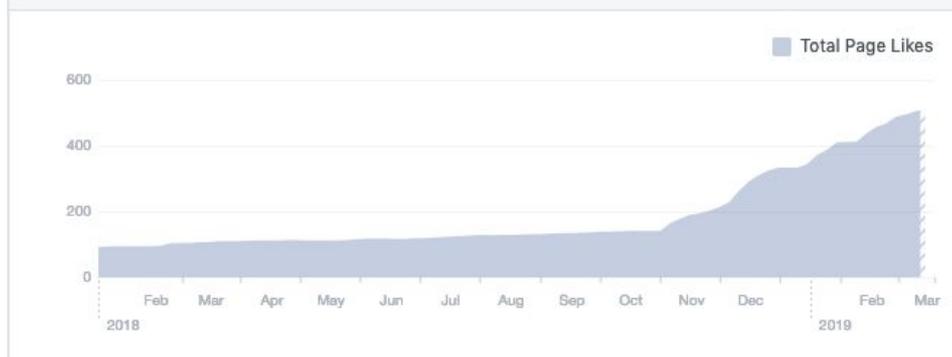
Analytics from Jan-01, 2018, 2019 to March-04, 2019

# Our growth

## Facebook Following and Community Growth

- Marketing efforts started mid October
- Steady growth of FaceBook followers
- Increasing average of active users on website

Total Page Likes as of Today: 508



# Building Communities



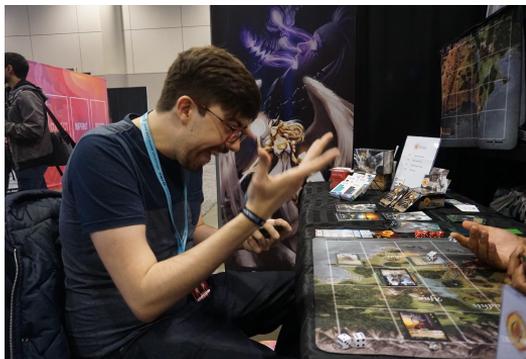
How do we support our stores?

- We will host a free demo event at your store to bring in new players
  - We will host the event for free at your store
  - We will provide a poster and FaceBook campaigns for marketing
  - All players will walk away with their first deck
  - We will bring prize support for all participants
- We attend conventions in your city and direct players to your store



How do we build our communities?

- Create a store champion / **Community Manager**
- Provide ample inventory
- Provide one-on-one support



# Community Driven Initiatives

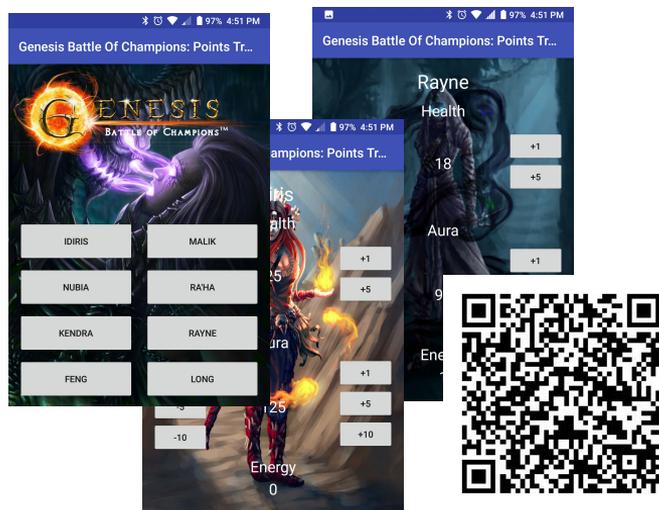
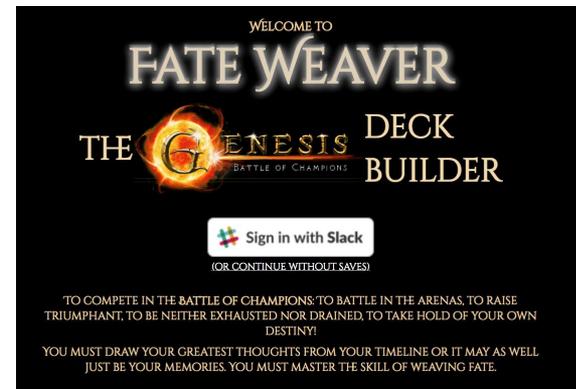
Need help building your Timeline (deck)?

Check out the Fate Weaver: [genesis-online.herokuapp.com](https://genesis-online.herokuapp.com)

Need help with keeping track of resources?

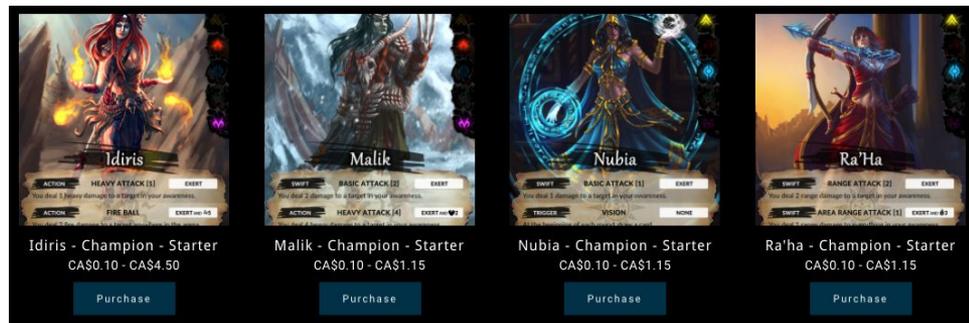
Check out the Genesis Point Tracker on the Google Play Store:

[play.google.com/store/apps/details?id=com.genesisbattleofchampions.genesisbattleofchampionspointstracker](https://play.google.com/store/apps/details?id=com.genesisbattleofchampions.genesisbattleofchampionspointstracker)



Want to know the price of Singles? Check out Dinoboards:

[www.dinoboards.ca/genesis-battle-of-champions.html#/](http://www.dinoboards.ca/genesis-battle-of-champions.html#/)



# Next Steps / Q&A?

Questions?

Let's set up a demo day.

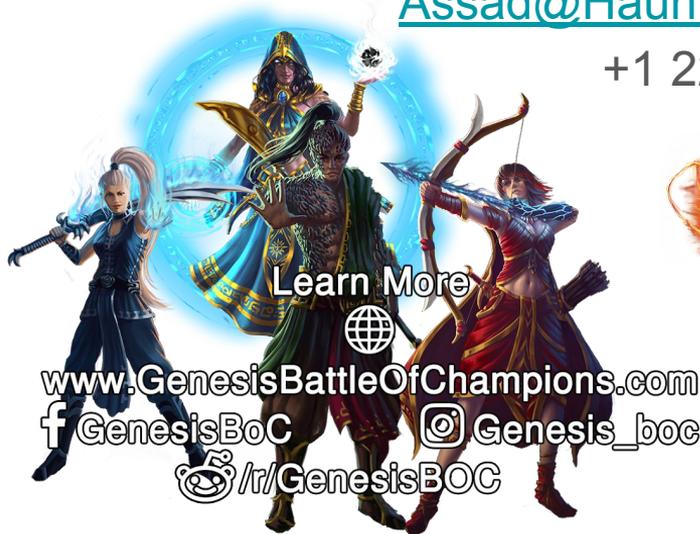
[www.genesisbattleofchampions.com/stores](http://www.genesisbattleofchampions.com/stores)



Assad Quraishi, CEO

[Assad@HauntedCastleGaming.com](mailto:Assad@HauntedCastleGaming.com)

+1 226-201-1615



# Genesis and <<Store\_Name>>



Store Logo



Image of Games



Image from stores

# Genesis and The Round Table



The theme of the Round Table builds around medieval chivalry and charm. Where knights fought in large arenas to claim glory against their foes. The theme of Genesis is the arena style combat, where you have to fight using your strength and mind to best your opponents.

The Round Table features two main CCG's so far: Magic: The Gathering and Universal Fighting System. Genesis blends the high strategy of Magic and the fast pace action combat of UFS, and adds an additional tactical element to the game.



# Genesis and Phoenix Games & Hobbies



Phoenix Games has a strong focus on the games and passions of your community. You have created an amazing game space where players can paint, play, and really enjoy being around like-minded people. We would love to help you to continue building these amazing communities by helping host events and listening to you and supporting you build your communities your way.



Similar to Warhammer and Magic: The Gathering, Genesis is a highly strategic and tactical game with a strong focus planning and creating a game plan before beginning your match. A lot of our most loyal players come from either a miniature or a CCG background. They find the blend of both of these genres in one game provides them the new challenge that they're looking for.