



Eternal Conquest: The Great War

\$1.5 Million – Full Franchise Investment

Eternal Conquest LLC

Jim Aloye – invest@aloye.com

Reading, PA – 1-844-MR-ALOYE

Venture Concept

Eternal Conquest LLC seeks to develop and commercialize a video game of the Classic Style Role Playing Game (RPG) genre, that contains several unique and highly desired elements along with related secondary market products. Some of these highly-desired elements are 180+ hours of playtime, date and season specific content, and geographic specific content, in addition to a robust storyline along with an expansive world that exceeds the size of even the largest games currently available. The secondary market products that supplement the game and its theme, will consist of an official video game strategy guide, sound track, comic books, and graphic novels. Once developed, the game and related secondary market materials would be sold worldwide through various app and media stores such as Apple, Android, Mac, and Windows App Stores.

Background

As a member of the customer base Eternal Conquest LLC seeks to serve, Jim Aloye is acutely aware of a specific set of video game enthusiast desires that have existed since classic RPG games came out in the early 1980's but have never been fully articulated or communicated. A large part of this is due to the intangible and emotional elements involved making them difficult to articulate. This desire centers around depth of the game and immersiveness of the storyline, length of play required to complete the game, and the very nature of the game itself such as exclusive and elite areas of the game that only become available after meeting certain real world geo-location specific requirements, as well as elements based on season or date and time.

Company Team

Eternal Conquest LLC was formed in 2017 by Jim Aloye, as the official legal entity that will bring Eternal Conquest - The Great War Video Game to market in addition to producing any and all secondary market products and will provide sales and support activity for the Eternal Conquest Product Family. Eternal Conquest LLC's assets & holdings consist of a series of electronic digital files and source code that comprise the "Eternal Conquest - The Great War" Video Game.

In 2016, Aloye founded Aloye Enterprises LLC with the purpose of developing video games and its first development task is for Eternal Conquest LLC with the goal of developing a game to enable Eternal Conquest LLC to become the first and only video game franchise positioned to truly satisfy the unfilled desire of the die-hard classic style RPG video game enthusiast.

Aloye has over 18 years of in depth multi-discipline experience across the Information Technology & Software Development Fields. He currently owns and operates Aloye Computer Enterprises, an end to end information technology services company, Aloye Media Enterprises LLC which is a media publishing company, and N2elite USA LLC which is the official authorized reseller and technical support provider for N2elite NFC Products in The Americas, The United Kingdom, and Australia. Jim Aloye also develops Dynamics CRM Platform Applications for a regional government agency as a full-time employee, in addition to working various side jobs as a small business owner operating in the technology market space.

Technology

There are several components that differentiate Eternal Conquest LLC from the competition. The most important one is a collection of custom technology components and a proprietary software development engine designed for rapid development and deployment of video games. This combination of custom development components is our "secret weapon" that gives us a unique edge in how we develop and publish video games. The second major differentiator are the core components of the game itself, which will be a world map of unmatched size, and 180+ hours of playtime that rival the largest and most senior competitors in this market space. Additional factors, that place this game in a league of its own are season specific content and geographic specific content.

Targeted Markets

According to the Entertainment Software Association, the primary video game industry trade group, Americans alone spent \$22.41 billion dollars on video games in 2015. Add in the rest of the world and the number reaches \$51.6 billion. The same trade group published 2014 statistics showing more than 155 million Americans play video games and placing the average age at 35 for male and 43 for female. 20.2% of all computer games sold were role playing games, and just under 10% of all video games sold regardless of platform were role playing games. This means that \$2.13 billion dollars were spent in 2014 alone on role playing games. This is the market segment we will capture.

Competition

The competition consists of the 4 established contenders in this market space, and one new entrant who has a market presence of 7 years.

| Competitors | Their Advantage |
|-----------------------------|--|
| Square-Enix Global | Father of Classic RPG Video Games; Own the Final Fantasy, Mana, & Dragon Quest franchises. |
| SoMoGa, Inc. | Brand recognition, history in the marketplace. |
| Kotobuki Solution Co | Brand recognition, history in the marketplace. |
| Fargol, LLC | The marketplace's new player. They have two games and are planning on releasing more, but do not have any secondary market presence. |
| Nintendo | Brand recognition, history, relationship with Square-Enix Global (SQEX). Nintendo is responsible for "creating" the success of SQEX as Nintendo was the first platform where SQEX games were played. |

The nature of this market space, and customers who exist within it is such that customers do not typically choose between one or the other. Classic RPG video gamers play them all. If they do make a choice, their choice is about the level and depth of commitment they make to purchasing secondary market products and collectible items made by each of the franchises. **The most important thing to know about our competitors is that they ARE NOT using geo-location specific content or season, date and time specific content. We are!**

Product Line

Eternal Conquest LLC's product line will consist of Eternal Conquest the Great War Classic Style Role Playing Game, the Official Strategy Guide, A Complete Video Game Soundtrack, and various secondary market products. The items above along with optional in game content provided via in app purchases may also be offered depending on the level of external investment.

Commercialization

The Game itself will be sold via download through the Apple, Google, Windows, and MAC App Stores. The Official Strategy Guide will be sold via download in Apple iBooks, Amazon, Kindle, and through various other eBook Stores as well as printed hardcopy. The video game soundtrack will be sold via Apple, Google, and other music delivery platforms.

Forecast Results

| Revenue | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------------------|------|------|--------------------|--------------------|---------------------|
| ▼ App Store(s) - ECTGW Game | | | \$990,000 | \$2,085,000 | \$3,180,000 |
| Unit Sales | | | 66,000 | 139,000 | 212,000 |
| Unit Prices | | | \$15 | \$15 | \$15 |
| ▼ Strategy Guide (eBook) | | | \$225,000 | \$495,000 | \$990,000 |
| Unit Sales | | | 15,000 | 33,000 | 66,000 |
| Unit Prices | | | \$15 | \$15 | \$15 |
| ▼ CD/Game Soundtrack (iTunes) | | | \$225,000 | \$495,000 | \$990,000 |
| Unit Sales | | | 15,000 | 33,000 | 66,000 |
| Unit Prices | | | \$15 | \$15 | \$15 |
| ▼ App Store(s) - iMessage Icons | | | \$75,000 | \$165,000 | \$330,000 |
| Unit Sales | | | 15,000 | 33,000 | 66,000 |
| Unit Prices | | | \$5 | \$5 | \$5 |
| ▼ Strategy Guide - Physical | | | \$675,000 | \$1,485,000 | \$2,970,000 |
| Unit Sales | | | 15,000 | 33,000 | 66,000 |
| Unit Prices | | | \$45 | \$45 | \$45 |
| ▼ Geo-Partnership Subscription | | | \$260,000 | \$656,947 | \$6,019,121 |
| Customers at start | | | | 500 | 739 |
| Churn rate | | | 10% | 10% | 10% |
| Signups | | | 500 | 1,000 | 10,000 |
| Up-Front Fee | | | \$500 | \$500 | \$500 |
| Recurring Charge | | | \$20 | \$20 | \$20 |
| Totals | | | \$2,450,000 | \$5,381,947 | \$14,479,121 |

Achievements To-Date

Eternal Conquest LLC has a fully functional, fully playable iPhone and iPad Early Access Edition of Eternal Conquest - The Great War Video Game entitled "The Conflict Begins". A full-scale business plan has been developed along with financial projections and other relevant material. Individuals who wish to examine the early access edition of our product can install it on their iPhone or iPad for \$8 by becoming a Bronze Benefactor. Visit <http://teamup.ectgw.com> and select the Bronze Benefactor package. Clicking through the check out and payment process will register you in our system and you will receive an email with installation instructions and access to our distribution platform within 24 hours so that you can download and install ECTGW on your Apple Device.

Founder Funding To-Date

Eternal Conquest LLC founder has provided more than \$60,000 in cash for technology related resources and approx. 6000 hours of labor over the past 5 years developing and implementing the game's underlying technology and platforms, in addition to beginning development of the game itself in 2017.

Non-Founder Funding To-Date

None. This has been a solo operation up to this point by the founder.

Financial Req'ts. and Deal Structure

Eternal Conquest LLC is seeking a minimum investment of \$1.5 million dollars to finish this game along with several secondary market products and bring them to market and is willing to provide a 30% equity stake in this venture. The outlay of the funding is as follows: \$570,500 in year 1, \$623,500 in year 2, \$306,500 in year 3. The breakdown of the costs listed above are \$1,310,000.00 for development, production, & contract labor costs, \$150,000 marketing expenses, and \$40,000 for legal/copyright. We are also open to the idea of accepting smaller investments and will consider all serious offers of of both cash investment along with potential partner and stakeholder offers to help us move forward in areas that align with business needs.

Investor Exit Plan

The payout and/or exit plan can be structured in a variety of ways depending on the investor. A few examples could be as follows. Option 1, otherwise known as expedited payout, allows the investor to take 100% of the profits until the initial investment is recuperated, after which the investor payout defaults to 25%. Option 2, otherwise known as the standard payout, allows the investor to take 30% of the profits as long as they retain 30% ownership of the venture.

Uses of Financial Proceeds

Proceeds will be used for contract labor, product development, operations, advertising, market introduction and will facilitate the completion of Eternal Conquest the Great War and secondary market products in under 22 months with full (\$1.5M) investment.

Outside Advisors

None. This has been a solo operation up to this point.