

A person's hands are shown holding a white, futuristic handheld device. The device has a rectangular screen displaying a horizontal color gradient from red to green. Below the screen are three control elements: a red power button, a green reset button, and a charging port labeled "CHARGE".

# LEQUESTR

## Games

2023

Adding Tech to the Outdoor Fantasy Gaming Industry

# Most RPG fans want more immersive gaming experiences

63% of LARP players want immersive and interactive elements in their games

15% of LARP players are 18-24, compared to 45% of esports players.

Lack of modern tech limits younger audiences

46% of LARPer mention limited accessibility in finding events in their area

During covid, I enjoyed watching LARP videos. But the lack of tech and lack of accessible ways to play the game was astonishing

...**1.2 Million** LARPer in the US alone

# Current Gameplay Methods were Ineffective...



Requires manual hits tracking or scoring which **breaks immersiveness**



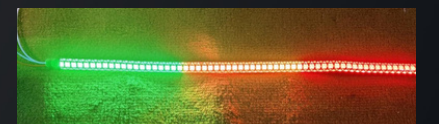
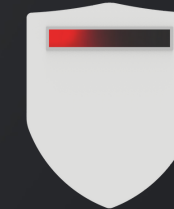
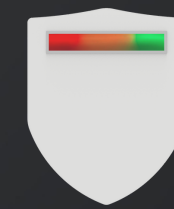
The **lack of modern tech** is a barrier for younger players to enter the game



**No centralized web/app** to find local games near you

# ... So we came up with a Solution: Interactive Wearables

\*Studies have shown that **technology can increase immersion and enjoyment in LARP games by 25%.**



\*According to a study published in the journal "Technology, Knowledge and Learning."



product  
demo

<https://youtu.be/5xZn2lko7ns>

WE ARE OCULUS (THE TECH)  
AND ESPORTS (THE PLATFORM)  
FOR LIVE-ACTION GAMING

A startup that merges real-life gaming with storytelling.



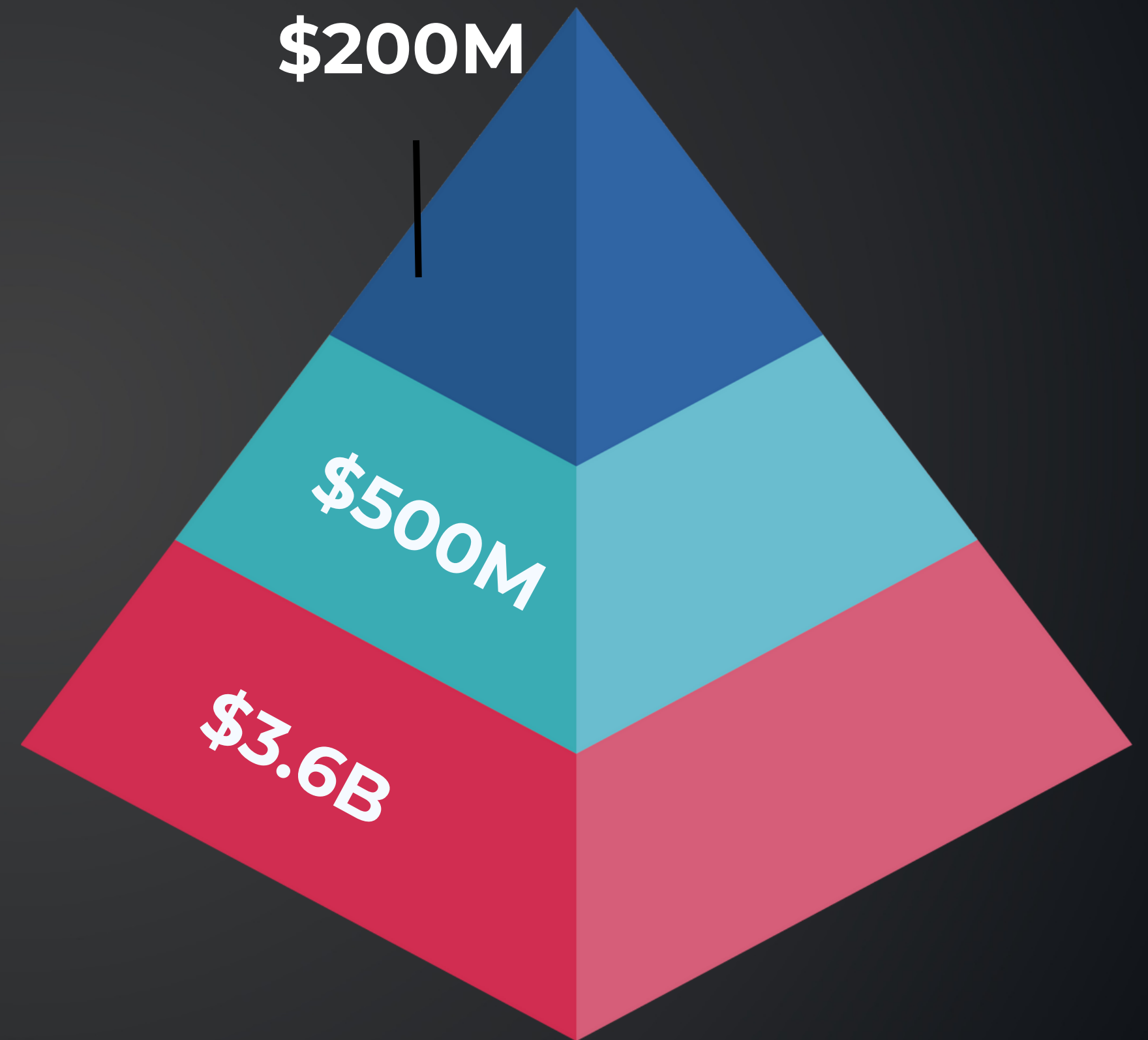
# TAM: Outdoor Activity Gaming / LARP

## Beachhead Market

Based on our estimated **market share of 5%** and our pricing

**\*9.6 Million Oculus headsets sold in 2022**

If we capture 0.5% of that target at a \$229 retail price, 63% gross profit margin = 3mill in net profit



Vinyl Stickers

\$19

Personalize your shields with a customizable vinyl sticker option

(Just the sticker, no shield)

Standard Kreuz Shield

\$229

Our flagship interactive shield product

Included software screen on the shield with web and mobile app account number

Standard and Sticker

\$248

Enjoy a customized Kreuz Shield!

OUR PRICING

Price Skimming + Value Based Pricing Strategy

# UNIT ECONOMICS

We plan to incorporate software archive mechanisms into the shield in newer shield versions

Our primary revenue source will be the sale of interactive shields.

Landed cost is CAD\$89 to make & ship

1

Our copacker is based in China (consumer products) + QPS safety certificate pending

Sell for CAD\$229

2

Price skimming + value based pricing strategy

Contract with a local Manufacturer

3

Made in China, warehoused in Toronto

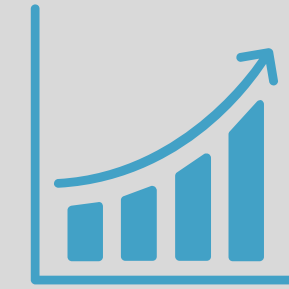
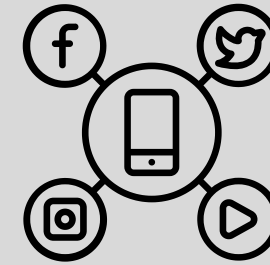
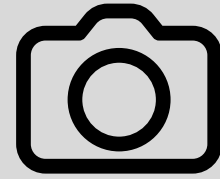
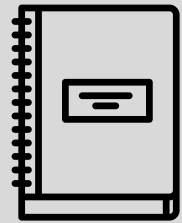
Shopify + Amazon FBA + Retail

4

Warehouse and freight costs CAD\$600 a month. Factory is only 20 minutes away from Amazon fulfillment center



# Roadmap

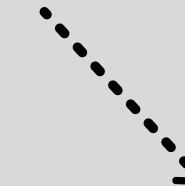
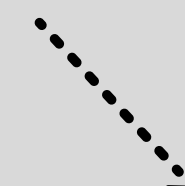
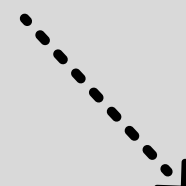
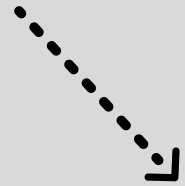


**Research and Development  
(PCB Design (1.4K))**

**Production of video and  
photography (mostly complete)**

**Establish brand identity  
(experience/box design)**

**Maintain brand presence  
(Studio for content)**

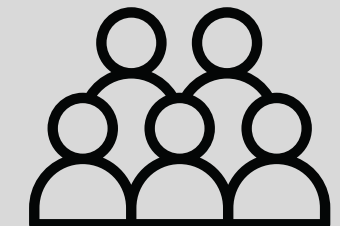


**Copacker and Warehouse  
(2000 min Qty order)**

**Create viral marketing  
content ie. Tiktok/Shorts  
organic, SEO, Email**

**Launch campaigns (KS+YT)  
(KS ads for a 150K campaign  
raise)**

**Achieve profitability  
(Increase distribution to  
Amazon as well)**



# WHO ARE WE?

(Sara Eissa with  
brand ambassadors  
Nathan and Vadym)

.....

I've grown a social media following of mostly animation fans on two Twitter accounts thanks to my background as an animation screenwriter

## 01

### Background

Attended the Schulich School of Business (#1 Business school in Canada)

Film Degree

Animation Screenwriter

Math and Science tutor

ToonCave Founder (ITV Broadcast incubator programme)



## 02

### Mission & Vision

LeQuestr Games exists to create fun and immersive wearables that bring the fantasy genre to life.

# Funding Needs

## Funding Progress:

\$15k\* / \$150k (Angel Round)

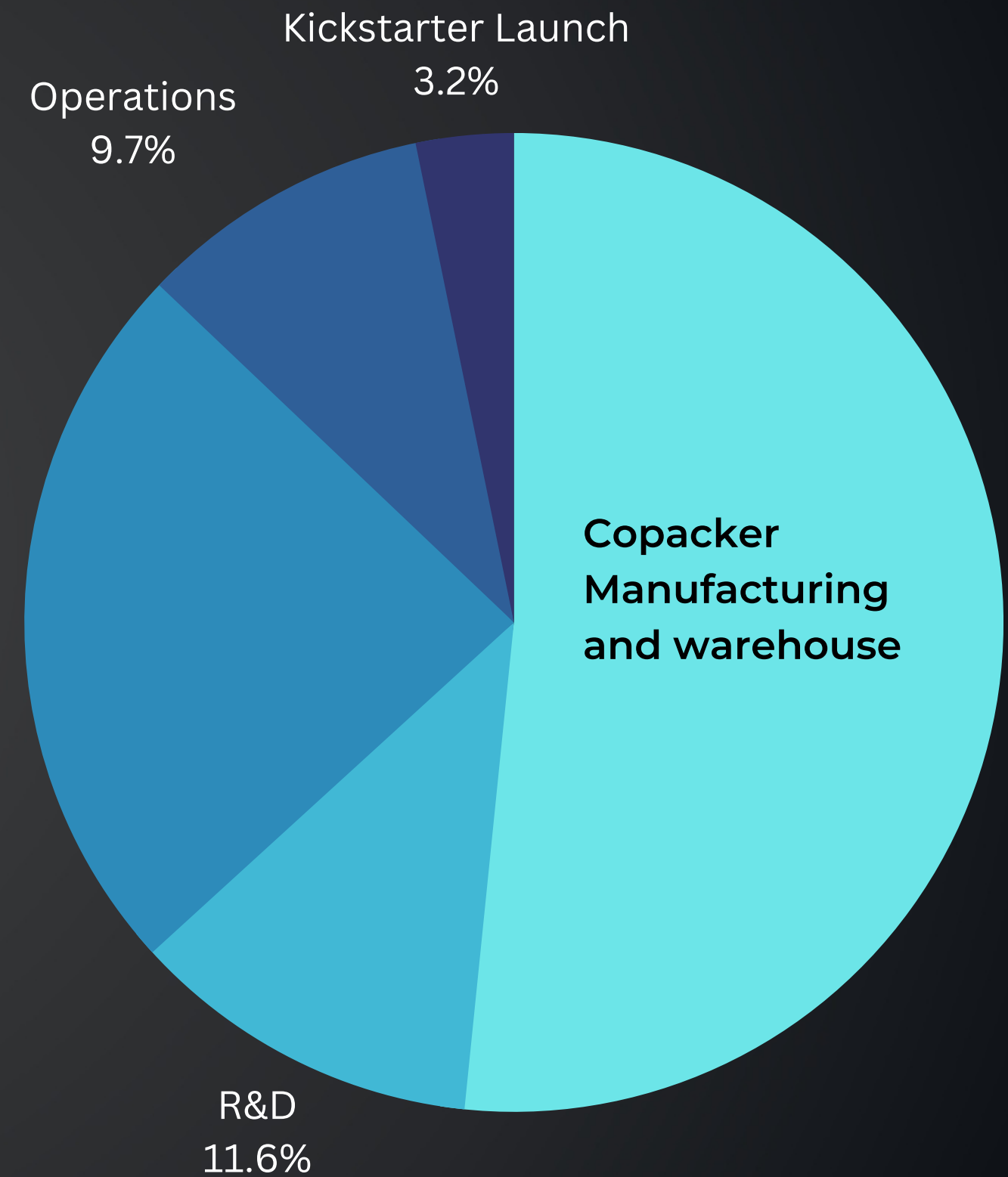


Push to get in front of consumers

## Milestones:

- Launch a successful Kickstarter campaign, raising over \$345,000 in revenue
- Branding Identity (strategy, verbal branding, experience & packaging)
- Implement our go-to-market (GTM) strategy
- Achieve at least \$1 million in direct-to-consumer (DTC) sales within the first year
- Launch the web and mobile game archive software for our products by December

Branding Identity and Marketing  
23.9%



\*contingent on getting a lead investor to invest the bulk of the round

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# THANK YOU

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Delaware c-corp

Bank with Mercury

Based in Toronto, incorporated in the

US

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