

Wizards of the East, s.r.o.

Offer of participation

Contact:

Krystof.Kozak@WizardsOfTheEast.com

+420 608 477 485

Dobrovského 1076/36, Prague 7, 170 00, Czech Republic

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Legal status:

Limited liability company founded under Czech law compliant with European Union directives

Company address: Dobrovského 1076/36, Prague 7, 170 00, Czech Republic

Incorporated under C 362369 at the Municipal Court in Prague

Identification number: 142 269 52

CEO and 100 % owner: PhDr. et Mgr. Kryštof Kozák, PhD., 24.11.1977

Core business concept:

The company is built on advanced expertise and superior theoretical underpinnings of the social processes irrevocably unfolding in the context of the new renaissance era. Main assumption of the venture is the fact that in the horizon of 3 to 5 years, technologies based on virtual reality, augmented reality, augmented virtuality as well as 3D printing will become ubiquitous, leading to major, at times revolutionary, transformations in diverse areas such as tourism, education, online gaming, shopping, socializing or social and political activism.

Wizards of the East will capitalize on this unstoppable tidal wave driven by simple laws of gradual technological advances and lowering of prices of outdated tech. The advent of smartphones changed the way we interact with each other and with our environment practically overnight compared with spread of similarly transformative technologies. There are solid reasons to believe that VR and associated technologies will provide yet another step on the evolutionary technological ladder.

Based on relevant prior experience, WoE will focus on cutting edge concepts combining theoretical knowledge base inspired by social constructivism with dire need to deliver products and services that will offer our customers and partners a way to harness the new technologies in a way that is both safe and enriching in terms of individual as well as social development.

Stages of company development

The development of the company is planned in three stages.

1. Explore, gather and mine data of existing prototypes owned by WoE

Main activity:

Testing of exploratory prototypes of concrete projects based on VR, AR and 3D technology that are already in the ownership of WoE; and its founder, rigorous evaluation of gathered data.

Stage duration:

1 year

Stage outcome:

- A) Prioritization of one core project with maximum potential with respect to further development of the company.
- B) Restructuring of the company to reflect the core chosen project, with key personnel shifting roles and emphasis in their work
- C) Final decision with respect to existing and tested projects. Projects will be either totally discarded, offered as tested ideas to other partners or put on clearly defined development path that will not interfere with the core chosen project

Stage 2: Finalization of core project

Stage duration:

2-3 years

Main activity:

Thorough focus on the core project and its finalization so that it is able to compete internationally with respect to graphics, website, connected apps and sophisticated marketing campaign. Extensive experience of the CEO with the process based on long-term experience with several similar projects is an important asset of the company.

Stage outcome:

Excellent, extensively tested product, with relevant website and structured and targeted marketing campaign.

Restructuring of the company to reflect the new upcoming stage.

Stage 3: Capitalizing on the potential

Stage duration:

2-3 years

Main activity:

Massive smart marketing campaigns, tracking and analyzing sales and user data, forging business partnerships, using

Stage outcome:

Significant return on investment capital, significant increase in company value. Name recognition of WoE brand.

Conceptual discussion on the future of the company, with key options being:

- A) Selling the company to interested buyers
- B) Developing the core project further
- C) Focus on other core projects

PROJECTS TO BE EXPLORED IN STAGE 1

A) Virtual tourism as a 100% safe, CO2 friendly alternative

Key customers:

Active seniors, environmentally conscious globetrotters, worried but interested tourists and scholars, schools, universities, NGOs.

Key idea:

The company will provide on-site or off-site one-time intense immersive travel experiences centered on professional guides and VR technology for those who do not wish to own a VR headset or are thinking about getting one and try to test its potential.

Wizards of the East competitive edge:

Cooperation with area-studies and educational real-life experts on given areas will provide the additional edge over potential competition given extensive connection to Charles University contact network. Area studies experts will offer VR tours of places such as Fallujah, Tehran, PyongYang, Havana or Caracas, including VR videos recorded by residents of these places.

Idea potential:

In the horizon of 3-5 years, VR experiences will become ubiquitous. The population of active, relatively healthy but handicapped senior population will increase. Fresh seniors are more acquainted with modern technology, WoE guides will provide the real-life connection important to senior citizens.

In the horizon of 3-5 years, environmental concerns will become more ubiquitous. On ethical level, it will become less and less prestigious to show-off high-hearthed vacation pictures from exotic lands given the immense CO2 effect that current tourism standards generate. Both environmentally conscious and budget-constrained consumers will start opting for cheaper, safer, and in multi-player mode entertaining as well as educational experience.

To add to this, in the horizon of 3-5 years, environmental concerns are likely to create instability and insecurity in many regions affected by real and gradual effects of climate change. As the security situation worsens, many beautiful and enriching places will become too dangerous for regular tourists - WoE will offer an alternative to explore such places, with expert commentary on demand.

Current stage of development:

WoE has extensive experience with existing VR projects focused on virtual tourism as well as existing VR travel documentaries.

WoE owns a draft of a VR tourist handbook with core guidelines, activities and concepts ready to be published.

WoE owns a set of valuable extensive contacts to area studies experts based at Charles University, Prague.

B) Orbis Pictus 2.0: Virtual reality in every school

Key customers:

Elementary schools, high schools, universities, parents.

Key idea:

In the horizon of 3-5 years, every school will own at least 10 VR headsets of the next generation.

As with any disruptive technology, VR can provide much-needed impetus for transformation of educational system, but it can also lead to severe problems for students and young adults if used inappropriately (much like fire, TV and smartphone).

WoE will provide both technical as well as intellectual support and guidance for those who will want to use the potential of VR education to enrich education of geography, history, music, arts, architecture, urbanism, theater, politics, law, physics or medicine.

Apart from developing in-house applications in VR designed to address important niche themes in education that have not been already covered by existing apps, WoE will serve as a hub for shared knowledge of existing apps and methods of its existing use.

Wizards of the East competitive edge:

WoE already owns a unique comprehensive handbook on dangers, risks and potential of VR technology in education that includes a list of existing possibilities of using VR for educational purposes.

The handbook is ready to be printed after expert consultations.

The second section of the handbook is organized as a practical, hands on guide for specific areas such as geography that includes recommended existing apps and how to make best use of them.

The handbook has also a cutting-edge theoretical part linking core ideas of Comenius and Paulo Freire with the transformations made possible by widespread use of VR. WoE

collaborators will continue in advanced theoretical research with respect to VR and modern pedagogical theories, thus providing the project with necessary solid intellectual foundations.

Idea potential:

Over time, educators all over the world will realize the tremendous potential as well as tremendous dangers that VR technology presents in terms of education as well as personal development. Gradually, schools will adapt to the new, disruptive technology. WoE will be strategically well-placed to provide valuable extensive support to all concerned principals, teachers and parents. The dichotomy between great benefits and substantial risks of the technology creates a market for well-designed, thoughtful conceptual as well as practical handbooks and materials on a diverse range of subjects.

Current stage of development:

WoE owns a draft of an extensive handbook on the use of VR in education, ready to be published after expert commentary.

The handbook has a theoretical, conceptual part designed to place VR in the context of modern pedagogical thinking. Next part is dedicated to practical issues of introducing VR in educational setting. Last part includes a structured list and commentary of existing possibilities and activities already available for specific subjects and themes.

C) Treasures of Europe - first massively collectible, educational AR board game

Key idea:

WoE will produce a massively-marketed boardgame based on a movement of figures over a map of Europe and collecting cards relevant to specific locations. Each game box will contain a set of collectible “gold cards” similar to playing cards from the game. WoE will design an application based on existing AR technology that will allow users to point their smartphones on the collectible “golden card” from the game. When it happens, the golden card will “come to life” - a high-quality animated 3D model with sound will appear through the smartphone, creating a holographic illusion similar to the iconic Star Wars message scene.

Topics on collectible cards will be linked to themes and topics related to education, such as architecture, history, culture, animals, plants, economy, famous persons, regional produce or arts. Users will be able to use their collectible “golden cards” for school presentations and other educational purposes.

The game box will include a handbook for parents and educators on how to link specific collectible cards to specific educational outcomes.

The game design is unique in the sense that players will be offered an exciting replayable boardgame based on real locations and with real educational benefits. At the same time, as a reward, they will collect “golden cards” as rewards to be collected and explored after the game. As a result, smartphones will NOT be used while playing the game in order not to distract attention, but they will be extensively used AFTER the game when users will explore, enjoy and potentially trade their AR reward.

Wizards of the East competitive edge:

WoE already owns the complete game design for the boardgame, including core rules and core set of cards.

The technology of pointing smartphones at specific cards to trigger animated 3D models with sound that are centered on the card is well-known and in use. It only needs to be adapted to given specification.

Idea potential:

WoE could be the first company to produce a mass-marketed boardgame that effectively uses AR technology in a way that is not disruptive to the actual gameplay.

Golden collectible AR cards based on real life objects and events with stunning 2D as well 3D visuals inspired by the quality of Magic the Gathering could become a trend as popular as other collectible trading card games of their times.

The format of the boardgame based on real map of Europe and real locations gives the project necessary grounding that is useful for both parents and teachers who want to expand the horizons of their children and students. To add to this, recent studies confirmed that human memory works much better when confronted with 3D models and situations than just 2D imagery and text.

If successful with the Treasures of Europe, the project is easily scalable, with Treasures of the World, Treasures of Paris, Treasures of China easily available based on cooperation with local partners. Creating a new map and a new set of cards to be used within the existing framework is not difficult, especially given the ease with which AR models can be duplicated.

If successful in the first stages, it is also possible to develop the project through issues of new sets of cards relevant to existing maps (new buildings, new art pieces, new sets of animals) to increase the scope of collectible AR golden cards.

Current stage of development:

WoE owns complete designs of the boardgame and the sets of cards, ready to be tested as prototypes.

WoE has extensive knowledge of existing AR technology related to 3D models fixated on specific cards, as well as list of experts, which will enable the development of the necessary smartphone app linked to the boardgame.

D) Dorn Unlimited - biggest open boardgame utilizing 3D printing technology

Key customers:

Board game players, DIY enthusiasts, war miniatures enthusiasts, 3D printing enthusiasts.

Key idea:

In the horizon of 3-5 years, 3D printing at home will become ubiquitous and cheap.

WoE will produce a double-sided boardgame with the gameboard of the size 147 x 174 cm (6x7 A4 pages), designed to be played primarily on the floor with miniatures. The game box will contain simplified figures printed on paper, with active guidance and encouragement for players to download and 3D print their own, upgraded version of the figures in order to improve the game experience.

One side of the gameboard will be designed for one specific well-balanced scenario (original remastered classical Dorn boardgame) including game rules, character cards, game tokens and figures.

The second side of the gameboard will feature a hexagonal "green field", with edge of each hex being 2 cm. The game box will contain paper models of various buildings, terrain features and obstacles to be assembled and placed on the game board, thus allowing for setting up various scenarios in diverse settings with alternate routes. Players will be thus able to create and then play in their own worlds, ranging from skirmishes in Moria, Omaha beach or the shores of Orion.

The game box will include a comprehensive guide that will allow users to dramatically enhance their experience with the game through DIY and online sharing of generated 3D as well as 2D content.

First part of the guide will be devoted to the creation of balanced alternative scenarios, for various times and ages. As the original game is primarily designed for two competing sides (with the option of more than one players playing collaboratively for the same side), it is important to firmly set the ground rules for value of figures of diverse strength and abilities in newly scenarios.

Second part of the guide will be devoted to practical tips on how to acquire, modify and successfully print 3D miniatures and objects for new scenarios.

Third part of the guide will be devoted to parents and educators who would want to use Dorn Unlimited in the educational context for classrooms or other social groups. The solid, big open,

hexagonal board provided in the game box can serve as a founding stone for projects that incorporate visual arts (real miniature art in scenario city), architecture (progressive buildings as part of game scenarios), modification of existing downloadable 3D models, 3D model design for specific scenarios, model painting, natural decoration (real water pond with real algae as part of a game scenario, bonsai), basic knowledge of LED diode and electric circuitry (real turning of led lights on and off as part of a game scenario).

Examples of specific famous historic scenarios that are possible to reconstruct on the game board will be provided as well.

Wizards of the East competitive edge:

WoE is able to readily secure the rights of the existing successful Dorn boardgame that was designed by WoE CEO together with his close associates.

WoE has exclusive rights to the first fully developed alternative scenario titled King of Wolves Has Come For Me, which is comprehensively tested and ready to be published.

WoE has a ready and tested final-size prototype of Dorn Unlimited, including DIY 3D printed and painted miniatures.

WoE has a ready and tested prototype of the “open-field” hexagonal board, with layers of streets and rivers to be added as needed. WoE also has an extensive collection of 3D DIY houses, castles, terrain features and objects that can be used in scenario creation.

The simplicity of the basic game mechanic is an asset: there are two sides, each with a set of action figures. Both sides take turns - on each turn of one player, each of her figures move. After movement, each of his figures attack. Then other player moves, and attacks.

The core game rules are unique in the fact that they use NO DICE - a weak figure loses one hitpoint automatically. Heroic figures with more hit points can block one attack per turn, but each additional attack per turn causes one wound. This mechanic allows for great strategic depth and high-level tournaments in evolving scenarios and with new figures emerging over time.

At the same time, the game allows for parents and educators to teach their children or students within the actual scenario by demonstrating a certain tactical feature or ability (and link it to real events).

When playing with smaller children, the more experienced player can either become officially handicapped (for example by starting with fewer figures), or the more experienced player can play less competitively, focusing more on the storyline aspect of the scenario, much like Dungeon Master when preparing a role-playing adventure.

Idea potential:

By combining the huge size of the high-quality game board with the hex size designed to fit most common existing miniatures (such as Warhammer by Games Workshop or Hero Quest), WoE will be able to offer a unique platform for diverse open-access gaming and DIY modelling, thus harnessing the potential of 3D printing for board game purposes.

Current stage of development:

Dorn boardgame is well tested, fully functional and ready to be produced on the grander scale.

WoE already has functioning prototypes of the game boards and associated 3D printed or paper-assembled material.

Core book related to the project is the stage of early draft, with extensive data related to 3D printing and DIY modelling already acquired by WoE.

Bonus development: AuroraCoin

Key customers:

Wizards of the East customers, alternative communities, alternative e-shops, everybody

Key idea:

Wizards of the East will develop the only alternative currency that will be based on individual time. 1 Aurora coin will be equal to 1 hour of safe mundane focused work requiring no more than 10 minutes of basic instructions and being no further than 2 miles from home. As such, the currency as a means of exchange can never lose value and will be the only alternative currency that is clearly based on REAL TIME, which is a fundamental and globally acknowledged common VALUE. This assumption is an essential component of the new renaissance paradigm shift driving WoE strategic thinking and should provide Aurora coin with solid footing.

Wizards of the East competitive edge:

In the horizon of 3 - 5 years, chances are very high that we shall experience major economic turmoil with unforeseeable, wide-ranging consequences. Given the wildy chaotic nature of global economy that can be shaken by such trivia as the Gamestop Reddit stockmarket episode, it is impossible to pinpoint the exact date and main cause of the upcoming havoc. At the same time, the combination of highly inflated stockmarket prices, highly inflated real-estate prices, high levels of government debt and creepily rising inflation creates a real possibility of a crash similar in scope to 2008 or worse, sophisticated deceitful mathematical modelling notwithstanding.

To add to this, dramatic transformations in employment driven by mainstream use of AI and other disruptive technologies of the new renaissance are likely to further worsen the situation of people whose work will suddenly become as useless as working in a video rental store, gas station personal attendant, trucker or bank officer confirming loans.

The situation of major economic crisis will also lead to deep critical evaluation of cryptocurrencies. First, they will appear to be the winners, as "safe investments". On second thought, they will face the harsh reality that when the bluff is finally called, the real-world value of any cryptocurrency is zero - it is a piece of code that OTHER PEOPLE BELIEVE HAS VALUE.

Once people start a real panic-induced bank run on a given cryptocurrency, they will quickly realize that the real value of their crypto coins is close to zero - nobody believes in your piece of code anymore. Why should they? The fact that there now exist hundreds of cryptocurrencies

with theoretical worth of billions of dollars should be a wake-up call - anybody can sell and market hot water. And unfortunately for the makers of hot water, it is extremely convenient to switch from one maker to another in a panic-induced instant.

Aurora coin will be covered by the equivalent of real-life simple work of 1 hour within 2 miles distance from home by all registered users. If you register, you can start generating Aurora coins just by working for someone registered. If you earn Aurora coins, you can use them to get the equivalent of 1 hour work from other users.

Aurora coin will be based on real-life time, but Wizards of the East will also use Aurora coin as a way of payment for our products. Young people and poorer people will thus be able to acquire our products just by using their time, thus broadening the range of potential customers. WoE will use this time mainly for marketing purposes in call centers, distribution of leaflets and other mundane but necessary tasks beneficial for the company.

Annex: Core ethical principles

All members of the company board shall adhere to the following core ethical principles. If at any time any board member has a feeling that these core ethical principles are being violated, she can immediately summon an urgent meeting of the board of directors, with the potential violation being the only item on the agenda.

These ethical principals are based on the normative assumptions of the new renaissance paradigm shift and are subject to further review reflecting ongoing research on the subject.

- A) Money can be understood as a form of energy. If WoE invents, discovers and produces products that are valuable and enriching for its customers and partners, it is ethically entitled to a reasonable profit corresponding to the time and effort and personal and financial risks of the persons involved in the process.
- B) Under no circumstances shall WoE misuse its dominant position and information asymmetry with respect to its customers and suppliers. Complete fairness in dealings with customers and business partners is a theoretical, practically unrealizable goal, but at the same time it shall serve as a standard that we are striving to reach.
- C) Under no circumstances shall WoE misuse psychological research and user data to manipulate customers into unnecessary, impulsive choices that they might later regret.
- D) Under no circumstances shall WoE misuse financial or psychological duress of customers or business partners to its economic advantage.
- E) Wizards of the East is an extremely environmentally and socially conscious company. We do not necessarily brag about it in fake marketing CSR campaigns, but we try to live it and make it happen on day to day basis, as it is the right thing to do, the new “normal” in the context of new renaissance paradigm shift. On every board of directors meeting, there is one section devoted to brief but concise report on environmental and social consequences of the actions of the company, with the goal of constant but gradual improvement.
- F) The company actively promotes the “Save the Planet in One Sec” campaign designed to save the planet in one second. It takes only one second to mentally sign the prescribed convenient pledge. If enough people would mentally sign that pledge (it takes one second for each individual), the planet would be saved, or at least substantially improved. Final wording of the pledge is being finalized based on consultation with leading experts on environmental and social ethics of the new renaissance. Eating meat maximum twice a week, putting on warm clothes instead of heat volume up, undressing

jackets and sweaters instead of AC volume up and using bicycle for rides without heavy shopping within 5 miles if possible will be part of the pledge..

About the founder and CEO

Key role:

Proven capacity to generate fresh ideas on different levels, divergent thinking. Luckily, he is able to listen to others and understand mistakes. Does not insist on necessarily realizing every interesting idea. Understand the need of a reliable CFO and a reliable chief-of-staff responsible for day-to-day smooth operation and information flows within the company. Listens and takes advice from CFO, chief of staff and other key personnel. Peacemaker. Truth talker.

Experience:

PhDr. et Mgr. Kryštof Kozák, PhD. is a game designer, game producer, book writer, publicist, Deputy Head of Department of North American Studies at the Institute of International Studies, Faculty of Social Sciences, Charles University, Prague. He is also a long-term business associate of Loris Games, s.r.o. In the past, he led projects for Scio company, a cutting-edge company focused on educational services and educational reforms. Apart from Law degree from Charles University and Area studies PhD. from Charles University with the focus on North American studies. He studied also at Bard College, NY, University of California, San Diego and Freie Universität Berlin.

His first book entitled “The Soft Underbelly Forever? Consequences of Asymmetry between United States and Mexico” foresaw the brewing problems between U.S. and Mexico that eventually led to the Trump’s wall discourse. His second book was a critical reappraisal of Czech-U.S. relations given the tragic and inept persecution of the “war on terror”. He wrote numerous articles to Lidové noviny, Mf Dnes journals, Blisty.cz and other periodicals, supporting elementary human rights and dignity as well as arguing against dangers of the ancient repressive educational system that unsurprisingly leads to uneducated, suppressed, often traumatized, often arrogant, but also easily-deceivable people (both politically and economically) that are making collective decisions that lead to the unnecessary destruction of the destruction and unnecessary loss of too many innocent and too many infant lives.

Dr. Kozák is known among friends and colleagues for high levels of divergent thinking that is readily apparent. He is one of the few colleagues and students who for ethical reasons bikes 15 km to work every day. He owns a 40 cm remote control tank with movable turret and airsoft BB capacity that he painted pink in the honor of David Černý. His activities are wide ranging, for May 13th, 2022, he is a main organizer of an international academic symposium “Dissent in Transatlantic Perspective” with Dr. Ralph Young from Temple University as the keynote speaker.

Personalia:

Dr. Kozák has a wife and three kids. His wife Kateřina is a judge, so he has contacts to a wide range of legal experts and advice (to add to his Law degree). In his free time, he likes to print new 3D models for kids and play with them yet another new scenario of a board game.

His intellectual heroes and inspirational figures include Douglas A. Hofstadter, Alexander Wendt, Comenius, Kurt Vonnegut, Isaac Asimov and Immortal Technique, confirming his renaissance outlook and scope of interests. His favorite games include XCOM2: War of the Chosen, Civilization 6 and Dorn the boardgame.

His intellectual heroes include, in order of priority, Douglas A. Hofstadter, Kurt Vonnegut, John Cleese, Richard Feynman, Alexander Wendt, Immanuel Wallerstein, Toni Morrison, Dani Rodrik, Eduardo Galeano, Saint Francis, John Hus, Subcommandante Marcos, Bob Dylan, Benedict Anderson, Frank Herbert, Peter Andreas, J.R.R. Tolkien, Margaret Meade, Thomas Piketty, Johnny Cash, Thomas Kuhn, Carlos Castañeda, Pedro Calderón de La Barca, Wachowski siblings, Stanislav Lem, Petra Hůlová, Michael Sandel, Sir Ken Robinson, Václav Havel, Simone de Beauvoir, and others like them.