LIBERTY

ROAD TO NOMINATION

Powered by

The Inspiration

Desmond Meade

Executive Director

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"Election day is the only time when the rich and the poor are equals. They each have one vote".

BMe

The Problem

16 Million Americans of the almost 160 Million who voted in the 2020 general election **can't** name three branches of government *(Pew Research Center, 2021)*. The seven to eight percent of undecided voters entering the 2020 general election *(USelectionatlas.org, 2020)* numerically fall within the 16 Million fore-mentioned Americans. **With no educational mandate to vote** and the median age for voters in the US being 44.5 *(ssa.gov, 2020)*, the last time these voters were mandated (*if ever*) to engage in civic education was at minimum 26 years.

Social Determinants of Health

The conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

$6.2 Trillion dollars spent by the Federal Government in 2022 to date

- U.S. Department of Agriculture.
- U.S. Department of Commerce.
- U.S. Department of Defense.
- U.S. Department of Education.
- U.S. Department of Energy.
- U.S. Department of Health and Human Services.
- U.S. Department of Homeland Security.
- U.S. Department of Housing and Urban Development.

535 Members are elected to the US Congress along with the VP/POTUS

The Opportunity

Our Liberty Games Inc. is creating a gamified solution promoting civic engagement with the intention of encouraging eligible **voters to be more informed** of American democracy prior to casting their next vote. Liberty: Road to Nomination (RTN) is a mobile-first gaming app centered on American politics where the first person experience allows users the chance to attain the Presidency. Questions answered by users will both build their platform and serve as a baseline for the game's educational effect. Integrating artificial intelligence, augmented reality, and other advanced technologies, Liberty: RTN's first person experience is unlike anything we've ever seen before within the edutainment space. With three of four American adults playing at least one mobile video game a week, **we believe gamification is a vehicle to best engage this demographic for impact.**

What The Market Says

Non-voters are less engaged with news and information.

They consume less news, are more likely to accidentally "bump into" news rather than seeking it out actively, and more likely to say **they don't feel informed enough to decide who to vote for**.

Non-voters have less faith in the electoral system than voters.

Non-voters say they don't vote for many reasons, including not liking the candidates and feeling their vote doesn't matter. Compared with voters, they have less faith in the electoral system, **don't feel they have enough information,** and are less likely to think increased participation in elections is good for the country. They are more likely to think "the system is rigged."

Eligible Gen Z voters say they are less interested in politics and 2020 election than non-voters.

Americans aged 18 to 24 are less interested in politics and less informed. They are the age cohort least likely to say they will vote in 2020, and 38 percent say **they don't have enough information to decide who to vote for.**

Excerpts from "The 100 Million project", The Knight Foundation (2020)

How It Works

Download the app for free on your mobile device

Answer demographic & political belief questions

Scan your face using advance technology (optional)

Go on a campaign trail and seek party nominations

Learn about real life politics while being edutained

Answer political and civic trivia questions to win the presidency

How The Vision Is Conveyed

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Fact Based Statistics - Users will not be steered in a certain party direction or encouraged affiliation but informed by past elections on the likelihood of the success of their candidacy based on historical voting data and projected outcomes as a result of their gameplay.

3D Renderings - Users will navigate the user experience in a way that brings being on the campaign trail to life. Graphics simulating actual places on the trail and potential scenarios (as well as past occurrences) will be incorporated into gameplay.

Augmented Reality - Users will have challenges based on their geo-targeted locations. By using their mobile device to scan images, statues, buildings and more, we will push users to discover how the political climate was and is shaped by the living history they overlook everyday.

Features Include

AI-based Consumer Intelligence at the Edge

Predictive algorithms, machine learning and AI make experiences personalized, entertaining and informative. Leveraging edge real-time computing for immediate insights and action.

Integrate Data Streams

Integrate with existing systems and leverage data streams from POS systems, bookings, weather forecasts and more.

360° Consumer POV

Capture digital identity with social authentication or simple sign-on form to gather data and build consumer profiles when logging into Wifi or mobile app.

Advertising Platform

Ads can be customized, segmented and targeted to different geo-fences and interest groups.

Tailored Marketing

Configurable alerts, notifications, content, and promotions by user, segment or event.

Brand Sponsorship Activation

Make them the center of the action with interactive video, digital touchscreens, AR/VR, social media, wristband/badge access, challenges, voting, games, gesture control and more.

Location Awareness

Leverage heatmaps, dwell times, floor plan optimization, predictive pathing and triggers to directly or indirectly optimize the consumer experience. Integrates with RFID/NFC, Bluetooth, BLE, WI-Fi, 3G/4G and more.

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Key List

- **F2P Mobile First (IPhone, Android, Tablet, IPad, Web-based) - PC, XBox One, XBox X/S, Sony Playstation 5**

- **Landscape Mode**

- **3D Art - 3D/2D, AR Gameplay**

- **RPG/Strategy Audience | Mainly western**

- **Simulation Game**

- **MVP: 4-6 Months - SIRQUL™ || Full Game: 16 months - In House Developers/Artists**

- **Create a candidate for the US Presidency**

- **Secure badges, endorsements, points in the polls and campaign cash as you pursue the Oval**

- **Love the real aesthetics of the gameplay and character creation**

- **Prefers strategy over skill**

Target Customers

B2C - *Primary*

- **US mobile gamers: 150.45 million (2020)**
- **Liberty: RTN Demand = 32.54% of market**

US SAM: > 48.54 million* in 2022 @ $4.99 per download = $242.21MM

*48.54 million is 32.54% of the 150.45 million American gamers who identified as mobile gamers in 2020.

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Liberty Gamer
"I've never really heard [of] anything like it, I want it because it's interesting, but I think it could be huge for the comprehension of others [within] our political system!"

AGE	18-35 (66.6% of key demo)
GENDER	Male (63.2% of key demo)
ARCHETYPE	Strategy Gamer
PMF SCORE	9.1 (32.54% of overall demo)

COLLABORATIVE   LEARNER

THRIFTY   POLITICAL

Target Customers

B2B - *Secondary*

Middle/High Schools in states with a mandate of Civic Education (39/50)

In an effort to combat the existing approach, the National Council for the Social Studies developed the College, Career, and Civic Life (C3) Framework for Social Studies State Standards. The C3 Framework emphasizes "new and active approaches" including the "discussion of controversial issues and current events, deliberation of public issues, service-learning, action civics, participation in simulation and role play, and the use of digital technologies".

There are 11.2 Million Middle School Students and *15.4 Million High School Students in the US in 2022

*7.6 million of these students are identified as juniors and seniors. The majority of whom will be eligible to vote during the next general election in 2024.

Global Mobile Gaming Market: $98B in 2020
Projected $272B by 2030

US TAM: $20 Billion in 2022

Proposed Roadmap

LIBERTY: Road to Nomination
- Direct to Consumer

- Mobile First (IPhone, Android, Tablet, IPad, Web-based)

- PC, XBox One, XBox X/S, Sony Playstation 5

Proposed Release: Spring 2024

LIBERTY: Education
- (B2B - In School)

- Mobile First (IPhone, Android, Tablet, IPad, Web-based)

- PC, XBox One, XBox X/S, Sony Playstation 5

Proposed Release: Spring 2024

LIBERTY: Campaign Trail
- Direct to Consumer (Augmented Reality)

- Mobile First (IPhone, Android, Tablet, IPad, Web-based)

- PC, XBox One, XBox X/S, Sony Playstation 5

Proposed Release: Spring 2025

LIBERTY: International
- Direct to Consumer

- Mobile First (IPhone, Android, Tablet, IPad, Web-based)

- PC, XBox One, XBox X/S, Sony Playstation 5

Proposed Release: Spring 2026

Revenue Streams

In App Purchases

Virtual Goods
$2/Avg. purchase

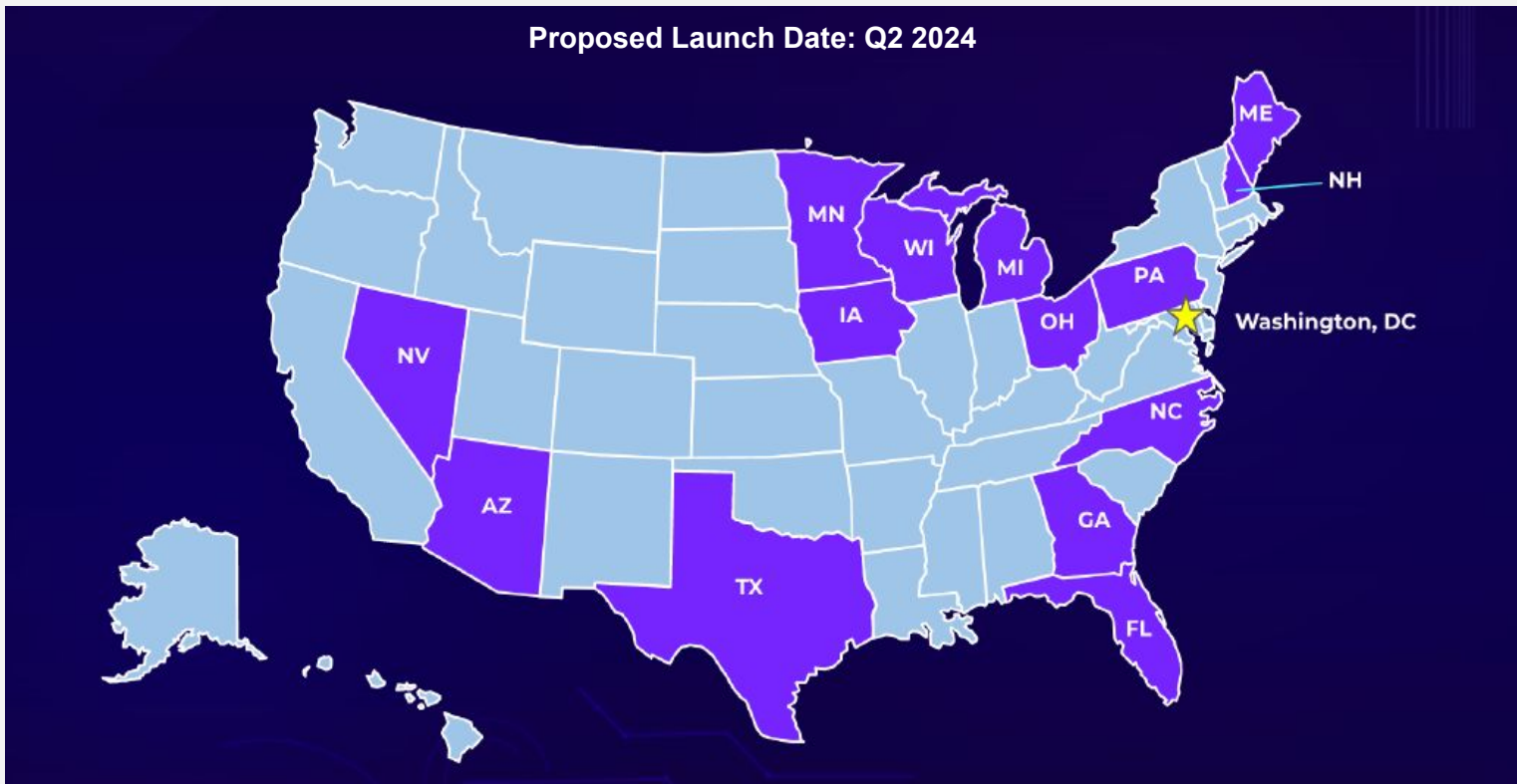## Subscriptions

$5/Month
$50/Annual

+

Advertisements

$30 per 1000 impressions

Sponsorship

$0.25 per active user per month

Go To Market Strategy

Proposed Launch Date: Q2 2024

All proposed activations would take place in states identified as UNDECIDED for the 2024 General Election

Our Founder Team

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SIRQUL™

My passion has always been to make devices talk to one another. I was a Heathkit junky, augmenting kits with parts from RadioShack and Jameco. An original "Maker". I ended up at MIT and have dedicated my professional career to IoT and Cloud Services.

At the MIT Media Lab , I was exposed to projects run by Walter Bender and Pattie Maes. After graduating from MIT, I ended up working for a device-to-device communication startup. Our work later became the basis of numerous Use Cases for smart homes, offices, file sharing, and assisted decision making using conditional logic controlled via a publicly accessible Web Portal ("the Cloud"), which we called DeviceTalk.com. By 1999, we were licensing it to mobile operators and using Skytel's 2-way paging system to demonstrate push notifications and formatted alerts, triggered off of configurable events.

After showing this "cloud-based" solution to Amazon, they ended up acquiring the company and I moved to Seattle to lead the Amazon Anywhere initiative and device strategy. For 5 years, I led/managed every m-commerce release in the US, Europe, and Asia by exposing Amazon's core services to devices and partners. My Anywhere team worked with the Associates team to launch the first official AWS product in 2002 called ECS. ECS proved that developers needed storage, computing, and other IaaS features to innovate. Since we didn't have billing and metering in place, the goal was to get end consumers to land on Amazon's site to complete a transaction. From Day 1, ECS allowed developers to upload custom programs that would process code locally on AMZN AWS servers, outputting HTML, JSON, Javascript, VXML, and many other Markup Languages. Books have been written about this...

I worked on the Subscription Management Service (Rentals, Prime) before leaving AMZN in 2006. I have since focused on building an IoT platform on steroids. Sirqul's EaaS is that platform, conceived by a team that has been thinking of IoT and RAD for over 20 years.

$2.5M PRE-SEED ROUND

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18 Months Runway to accomplish:

$9M in ARR w 150,000 Paid Subscribers

Funding Use	Pre-Seed Round
Product Development	$1.1M
General & Administrative (G&A)	$400K
Customer Acquisition & Marketing	$750K
Buffer	$250K
Total	$2.5MM

Contact Us

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