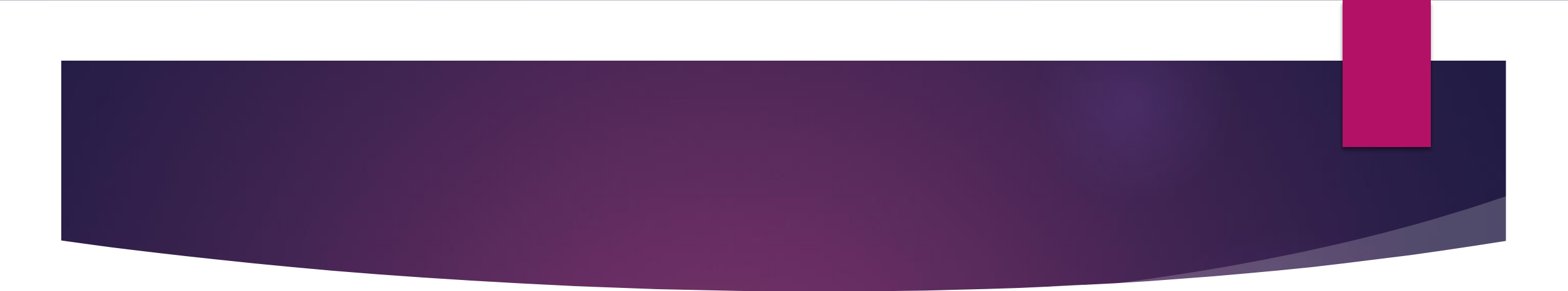


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Beet Armyworm uprising

BEET ARMY MOTH BOSS

Setting

- ▶ Present day Caribbean, help farmer Jack protect his fields from hordes of invading beet army worms.
- ▶ This is an exciting IOS and android platformer designed to create awareness about the beet army worm menace plaguing the Caribbean and other parts of the world.
- ▶ You play as farmer Jack, you had great success on account of your green thumb, over the years you have battled the effects of climate change and you're just about to declare climate resilience when the beet army worms invade!! Your goal is to protect your farm and your pocket from total devastation.

The hero

- ▶ As farmer Jack you will engage the enemy using climate safe solutions
- ▶ As you learn actual science about beet army worms you can Play for coins , power-ups and real world benefits from our sponsors



FARMER JACK

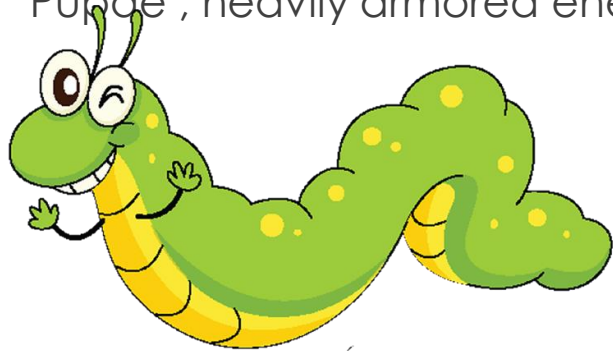
Gameplay

- ▶ 2d platformer/ tower defense
- ▶ As you go through the game you collect tokens , applicable, up to date information nuggets and coupons from the games' advertisers
- ▶ Fight against hordes of invading worms and boss moths trying to ravage your field.
- ▶ As you traverse through to your objectives you realize that the great invasion may have been human influenced climate change

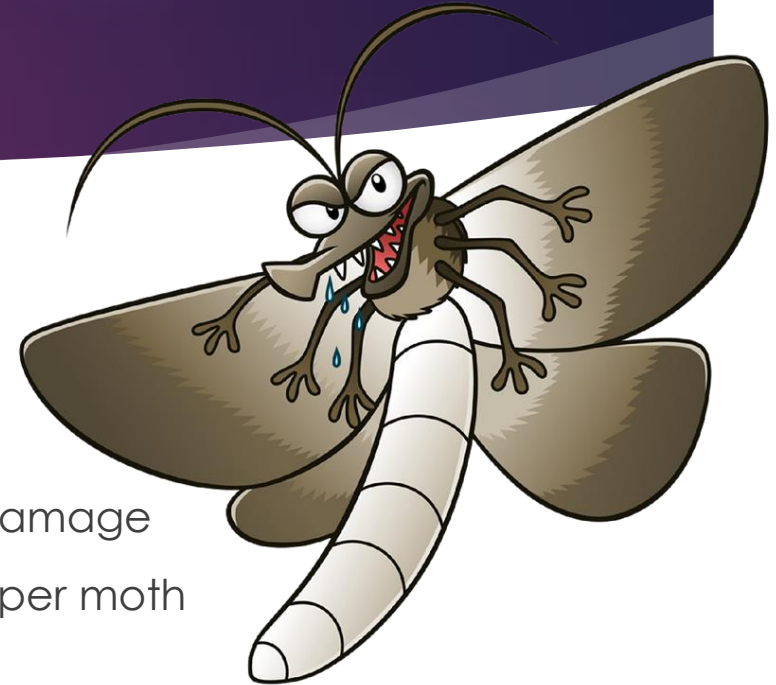
Enemies

▶ Insects

- ▶ Beet armyworm moths that lay quickly hatching eggs
- ▶ small larva – most common enemy
- ▶ Big larva more powerful and larger size larva that will do more damage
- ▶ Pupa , heavily armored enemy , destroy before it become a super moth



BEET ARMY WORM SOLDIER



BEET ARMY MOTH BOSS

weapons

- ▶ Water canon
- ▶ Assorted chemicals , use at your own risk
- ▶ Nets
- ▶ Zappers
- ▶ Shield
- ▶ Ultimate weapon (under development)

Props

- ▶ Garden tools
- ▶ Hose
- ▶ Farm shed
- ▶ Tractor
- ▶ Farm animals
- ▶ Machete and other farm tools



Revenue model

- ▶ Freemium on IOS and Play store with in app purchases and sponsor adverts
- ▶ Freemium on windows
- ▶ In game advertising and directory listings
- ▶ in game BAW mini ICO
- ▶ distribution caribbean , asia , africa

The ASK

Phase one development and testing .

- ▶ developer fees
- ▶ art direction and asset creation
- ▶ blockchain integration
- ▶ equipment
- ▶ platform fees

Phase 2 , advertising and Marketing

- ▶ social media management
- ▶ website
- ▶ public relations strategy implementation
- ▶ school tours and trade shows
- ▶ TV commercial slots

TEAM Leaders

- ▶ David Martin. Art director /creator
- ▶ Kahalena Hamilton Lead programmer/blockchain solutions
- ▶ Research and development : Deshaun Martin Clarke
- ▶ production manager : Camille Sirjue Martin
- ▶ Marketing and advertising : Shanee Barnwell
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