

Mikennico Inc



Mikennico is bringing virtual gaming back into kids hands.

FINANCING

- *Angel/Series A: Raising \$1.4M+*
- *Purpose: Expand team & lease facilities, complete development and launch production of initial product with supporting web presence.*

THE MARKET

- *Toy Market Category: \$20 Billion*
- *Virtual Gaming Markets: \$25 Billion*
Actual Market \$45 Billion
- *Kids ages 5-14; Families;*
- *Tweens; Teens; Young Adults;*
- *Hobbyists*

HISTORICAL

- *Concept Idealized: 2011*
- *Feasibility Prototype in Late 2012*
- *Active Team; Ongoing Development*

MILESTONES

- *Q3-2013 : Functional Prototype*
- *Q1-2014 : Initial Production Launch*
: Marketing Event/Toy Fair
- *Q4-2014 : Projected profitability*
- *QX-2017 : Liquidation event*

THE COMPANY

Incorporated in early 2013 by CEO & Founder Ken Dilbeck, Mikennico Inc. is based in the high tech Silicon Valley of the SF Bay area.

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Demonites™
Interactive Electronic Fantasy Platform

THE OPPORTUNITY

Today's kids are more tech savvy than ever before, with gameplay evolving from the real physical world into the virtual world, causing companies to adopt business models that complement their real products with virtual counterparts via the Web & Mobile Apps.

Mikennico has identified a fantastic opportunity and has taken the next step, creating the next generation of gameplay by combining the virtual and real worlds and enabling kids to take their virtual fantasy characters into the real world with them in **collectable pocket sized electronic gaming devices**. Each gaming device is loaded with tech, complete with color display and multiple wireless battle options between devices for hours of fun, and we've been able to keep costs low enough to enable multiple purchases as kids strive to collect each fantasy character.

In essence, we're creating a new market segment... **Digital Gaming Collectables**.

A recipe for a great opportunity: Combine the solidity of the Toy Market; the high growth of the Virtual Gaming market; the explosive possibility of a Digital Gaming Collectable; a next-gen product that the market craves; all created and developed by a veteran team.

Demonites™

Demonites World is a new and unique **battle-based gaming platform** based on cute and mischievous virtual fantasy characters called Demonites, where gameplay spans both the virtual and real worlds, with both online and offline gameplay.



Gaming Collectable: Battery powered and pocket sized, with an active color display, interactive motion sense technology, wireless communication, sound, and comprehensive battle capabilities, each collectable gaming device comes with a single customizable Demonite fantasy character.

Online & Offline Play: Kids interact with and battle their Demonites against each other in the real world, and upload their battle stats and status to their own personal page on the Demonite Web site where they can track battle records, showcase their Demonites collection, and even join in world-wide battles over the internet using their own characters. Character appearance and battle capabilities can be customized by purchasing online accessories/items in microtransactions, which get downloaded to the actual gaming device for continuously evolving gameplay and character appearance!

Battle-mode is where *Demonites* really shine. Each Demonite character has unique strengths, weaknesses, and battle characteristics. Simply physically place any number of gaming devices in position alongside each other like gamepieces on a boardgame, and once you initiate the battle, watch them battle it out as the *Demonites* attack, shield, and take damage from their opponents all by themselves. Create power attacks or increase defenses by strategically placing specific Demonites together in battle. Simple battle or complex strategy, solo or multi-team play. Battle friends & family anywhere, anytime.

COMPETITIVE ADVANTAGES

Absolutely Unique: the only *interactive electronic fantasy character collectable* in the market, combining the virtual world with the real world.

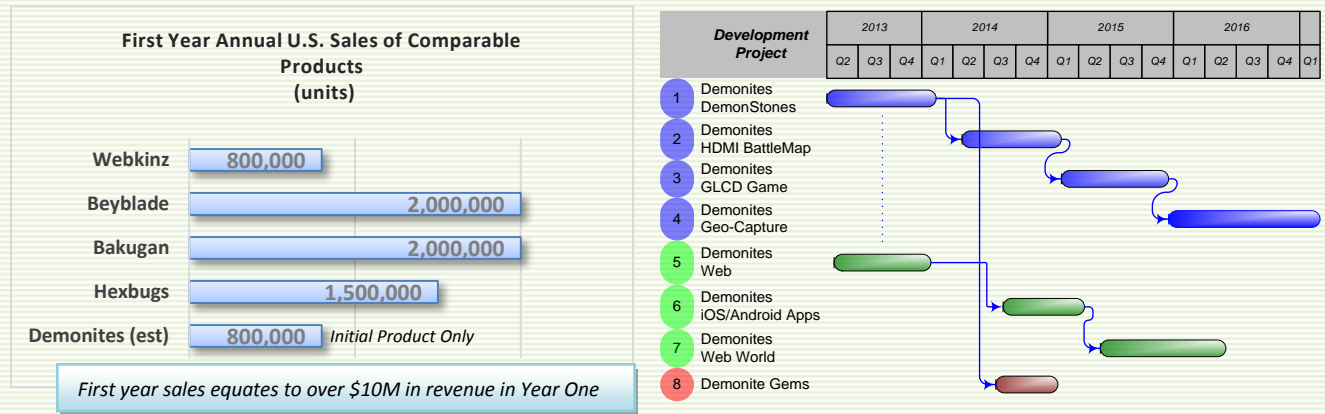
Customizable Characters: Customize your character online, and download those actual customizations to your hand held battle device, allowing continually evolving play!

Larger Market Span: Mischievous fantasy characters bring in both boy and girl users of all ages. Strategic battle draws in teenagers, young adults, and even gaming hobbyists.

Multi-faceted Gameplay: Play online with games, customize your characters, and live internet battles. Play offline battling friends & family, inside or outside, with additional mini-games in each device.

SALES PROJECTIONS / PRODUCT PLATFORM PIPELINE

Our current business plan for the *Demonite* platform has a full product pipeline, with multiple separate revenue streams including product sales, Web revenues, and phone/tablet Apps. Sales of comparable collectable products nominally exceeded 1M units in their first year in US sales alone....and *Demonites* specifications outshine them all.



FUNDING

We are looking for funding to launch our first product in the platform through development and into the market, accompanied with the release of the supporting Web presence.

Milestones	Team #	Burn Rate	Capitol Equip	Funding Required*	Rolling Total
Development Prototype	8	\$70k/mo	\$43k	\$336k	\$337K
Initial Production	19	\$148k/mo	\$115k	\$1,067k	\$1,404K
Order fulfillment	20	\$150k/mo	\$5K	\$712k	\$2,116K
Projected Profitability	20	\$159k/mo	\$50k	\$839k	\$2,955K

*INCLUDES BURN RATE, CAPITOL EQUIP, MARKETING

SUMMARY: **\$1.4M to Production / \$3.0M to Profitability**

Enables Mikennico to:

- ✓ Complete development of the Demonite gaming device and supporting web presence,
- ✓ Production launch Q1-2014, Present at the New York Toy Trade Fair,
- ✓ Revise projected sales, company valuation based on actual orders,

Subsequent Funding Rounds: a series B funding round is expected:

- To sustain the company to profitability milestone based on projected sales
- Develop domestic and international sales channels & expand marketing program
- Launch follow on development projects

THE TEAM

To insure success of the company, CEO/Founder Ken Dilbeck has handpicked the founding team members from his 'Dream Team' list, compiled over his 15 years of managing multimillion dollar programs and departments in the tech industry. Together they have combined to successfully bring a multitude of products to market. He has also enlisted multiple mentors that he has worked with in developing their own companies, and who have successfully started a combined seven separate startups.