



**Design Concept Debut:**

**Andrew Barnick**

**Alison Burkett**

**Elijah Faris**

**Andrew Ponton**

**Drew Welch**



# Insights



**20 Million**  
Players worldwide



**1 Billion**  
Revenue

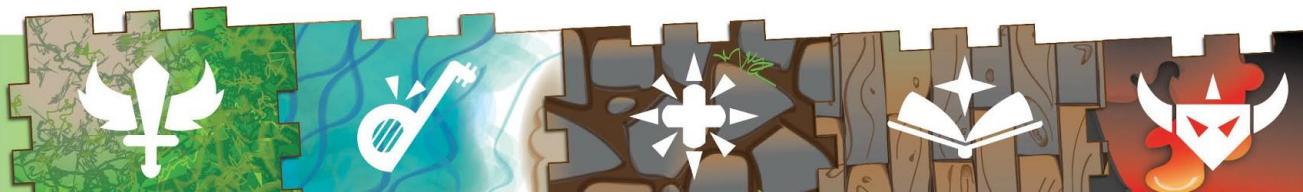
**70%**

Households with children  
have a tablet



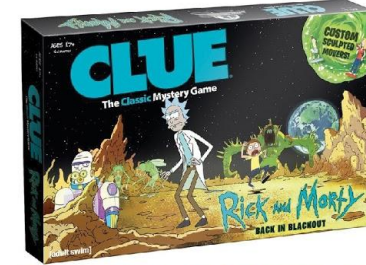
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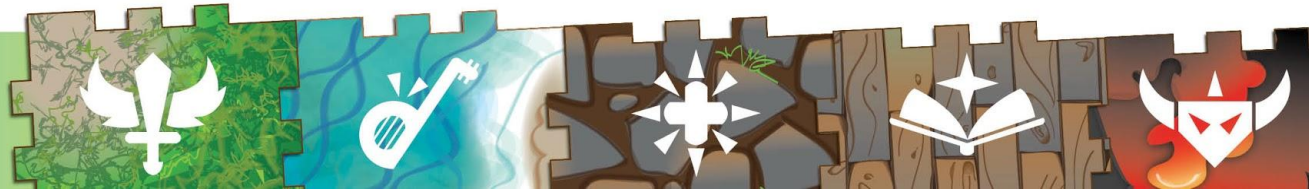


# Tomorrow's Adventurers

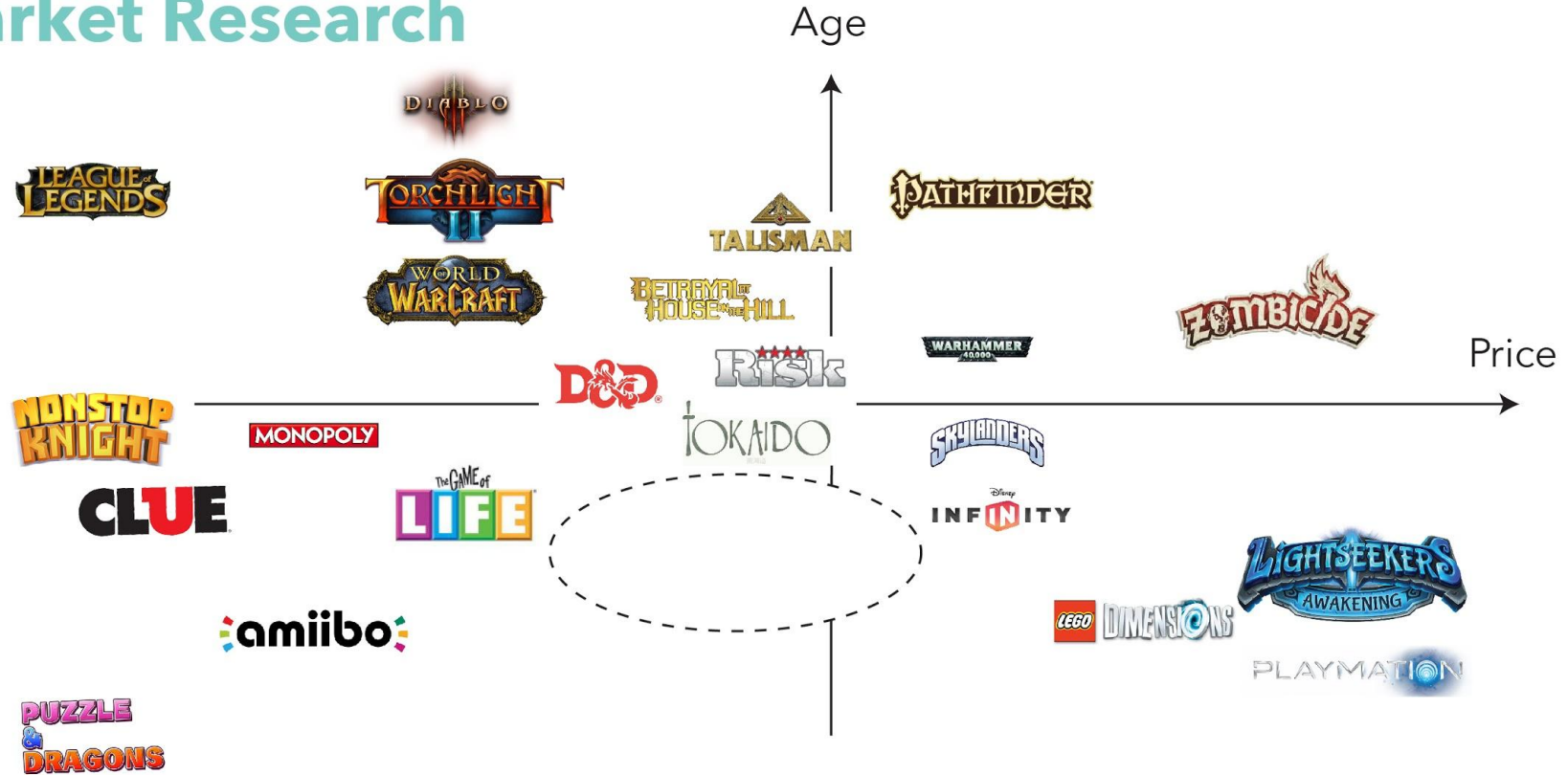


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# Market Research



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# User: Emma and Christopher



7 and 9 years old



Enjoys fantasy worlds and stories



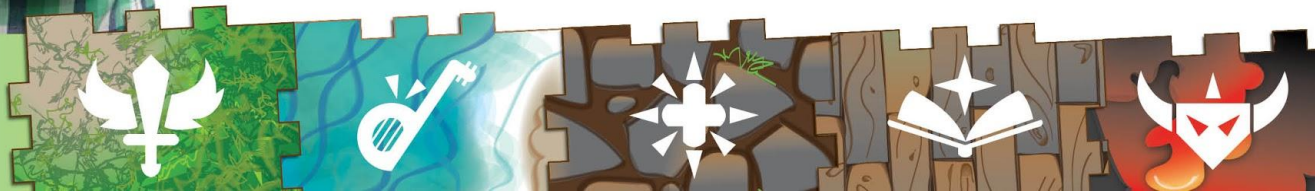
Loves to collect toys



Plays video and board games

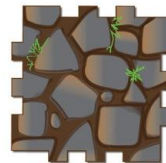
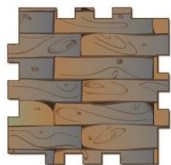
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# Introducing



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# Guide Books and DM in One



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# An Art Style for All Ages



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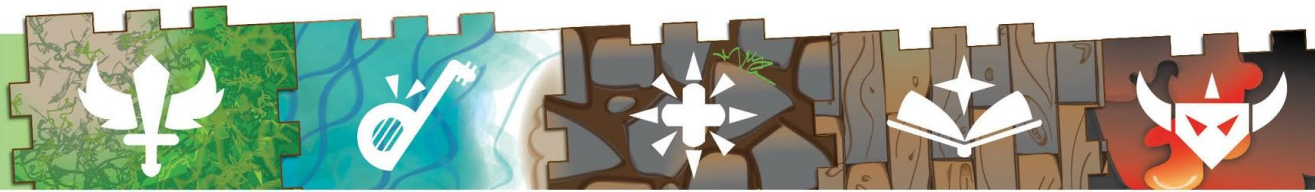
# Characters Made Easy

Original  
**DUNGEONS  
& DRAGONS**

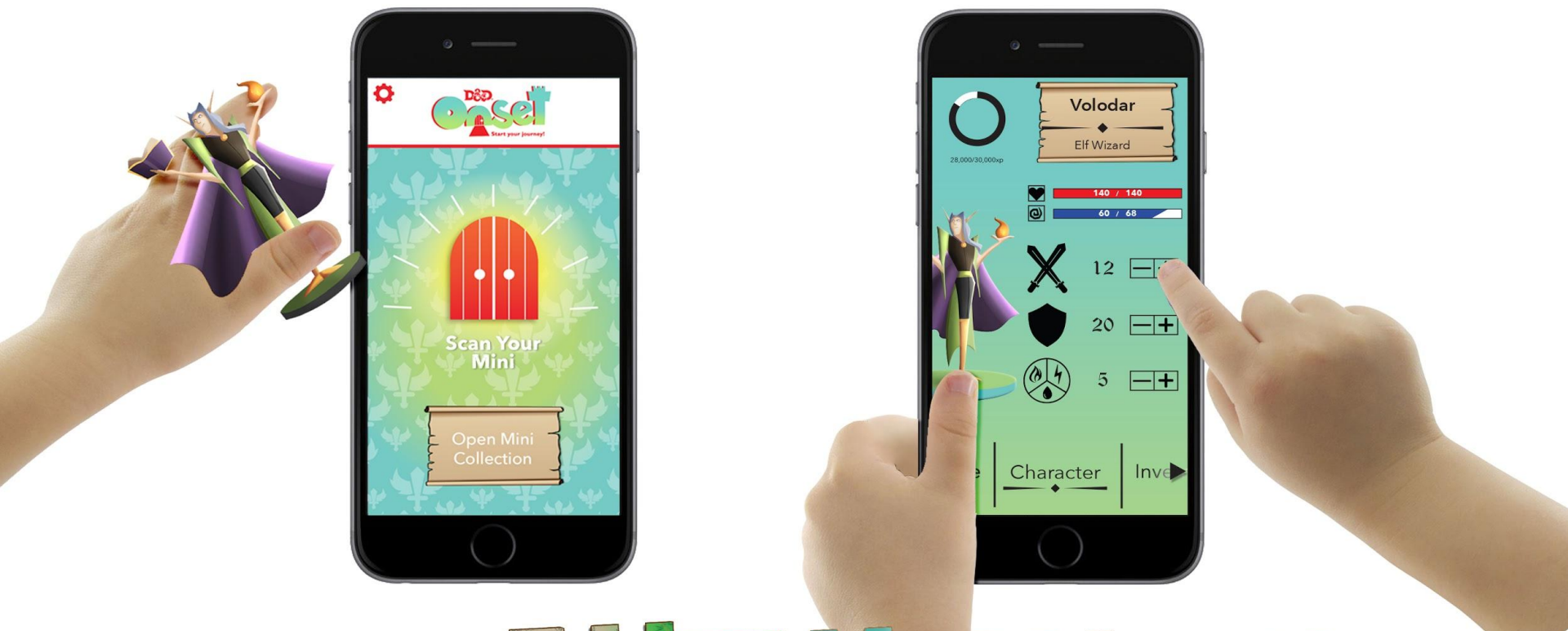


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# Create Character



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# Begin the Journey



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# Gameplay



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