

GANGS OF EARTH

"A World You Create, One Card at a Time"



The Big Idea

- Gangs of Earth (GOE) empowers everyone to **create**, **collect**, and **compete** using cards created by players themselves, acting as their representatives or avatars, existing in the digitally and in the real world.
- GOE is a user-created world of cards, games and applications. Accumalate cards and decks through game-play, seek out rare cards, find your own card or those created by celebrities, play games of tag, meet new people, dominate a guild, or lead a gang. The world is yours.

Why Now?

- Explosive growth of adult gaming and DIY creativity
- Gaps in the market: Most collectible games target teens or serious gamers — we serve the whole fun-first audience of everyone.



What Is Gangs of Earth?

A collectible card game with:

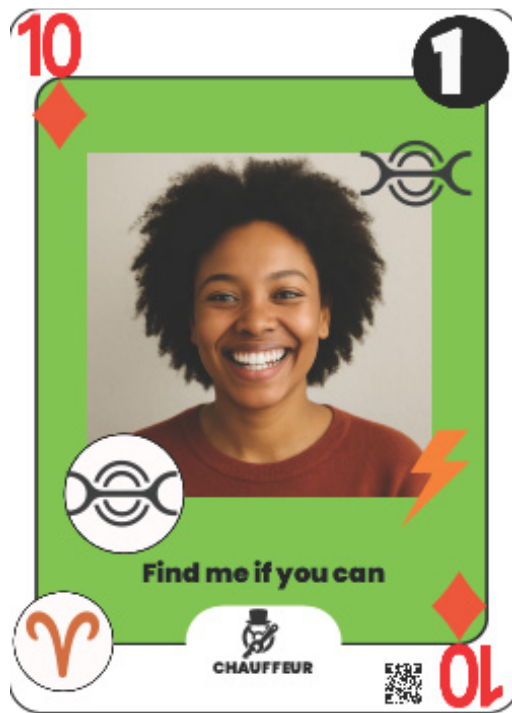
- **Player-created cards** (Spawned on the companion website)
- **Cards have randomized system-generated variables** – Element (color), Frequency, Super Power, Hidden Power, and Influence points.
- **Cards have chosen elements** – Gang, Horoscope Sign (according to the date of spawning), Guild, Image (uploaded), Tag (40 symbols of text), Playing Card Suit and Rank
- **Physical and digital card production**

A world shaped by **gangs**, **guilds**, **alliances**, and **real-world story events**



The Cards

- Standard playing card size
- High quality print and design, produced in frequency from 1-9999 pieces determined by the system.



Every card is collectible, playable, and beautiful

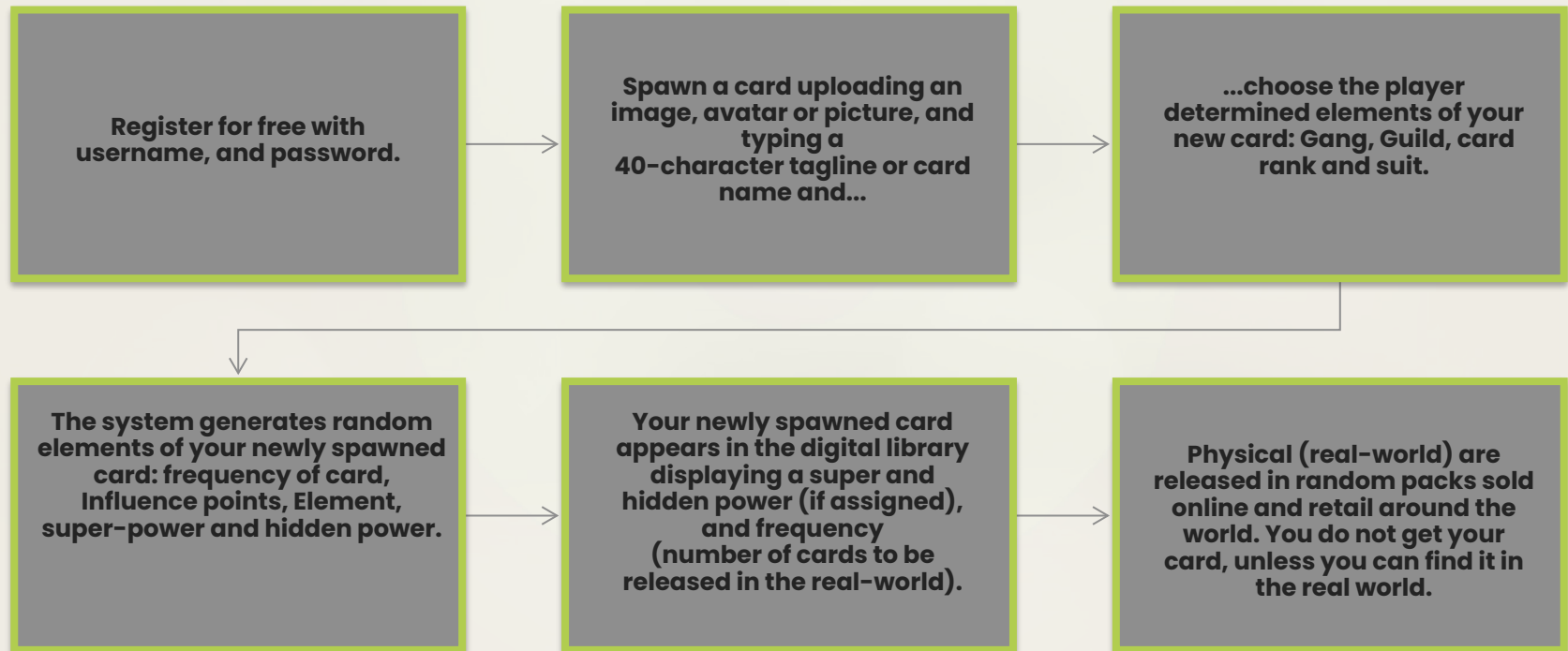
The Cards

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1. **Playing Card Rank** and **Suit** – shown as symbols on two corners of card (as traditional playing cards) – player chosen
2. **Image**, or Avatar, custom illustration or picture (player submitted) – uploaded by user during spawning
3. **Element** (color) – shown in a background – system assigned
4. **Gang** – shown as a symbol – player chosen from available
5. **Guild** – shown as a symbol and name – player chosen from available
6. **Sign** or horoscope – shown as a symbol, generated by date of of the card spawn
7. **TagLine** – Player input upon spawning, up to 40 characters, no profanity or hate speech.
8. **SuperPower** – system assigned – shown as small symbol
9. **Influence** (Power) – shown on card as a number between 0-12 – system generated
10. **ID** of card – system generated at spawning – QR code.

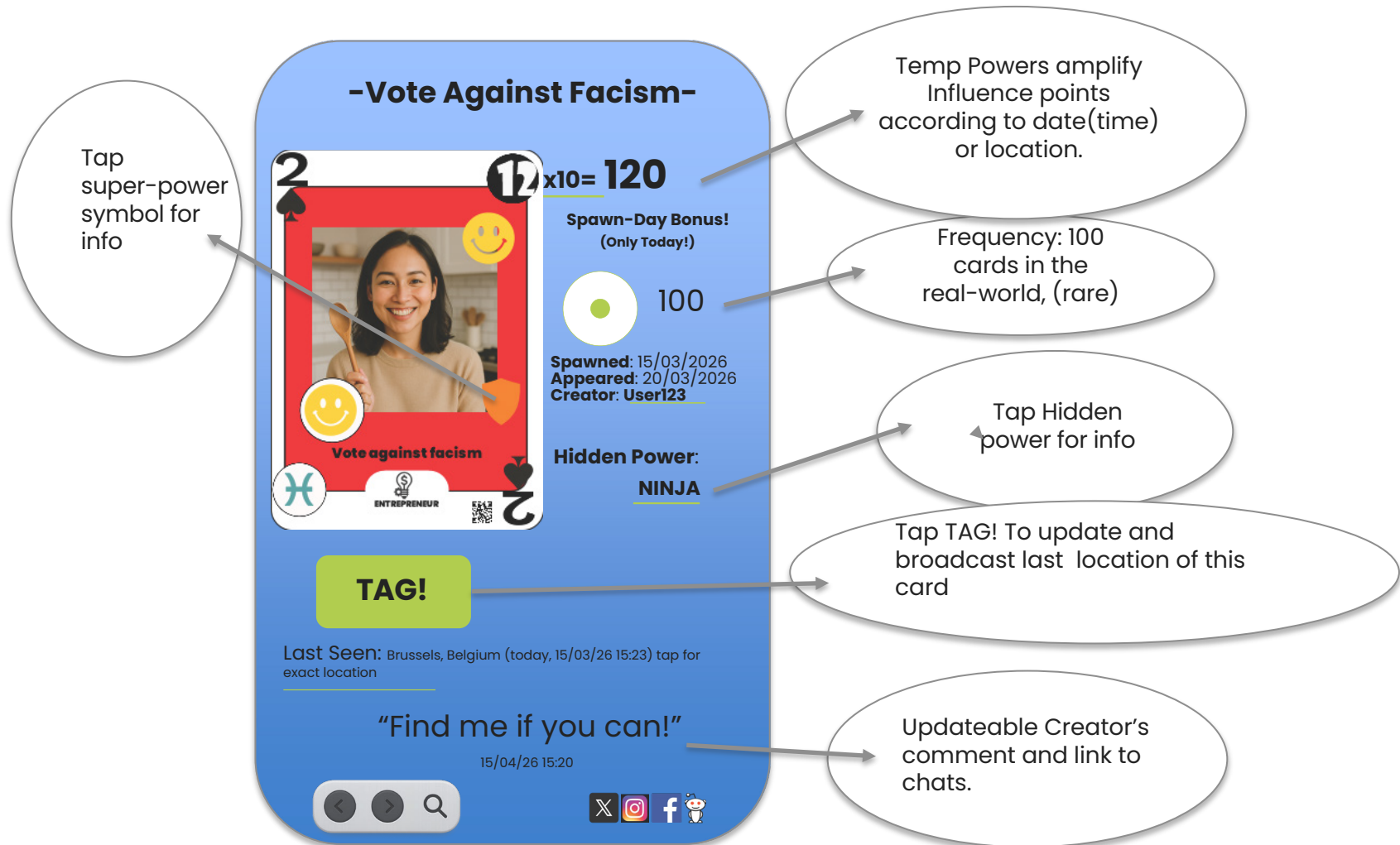


How It Works - Spawning a Card



Scan a card or browse the digital library to view individual cards:

See the Temporary Power, the hidden powers, the Frequency (number of physical cards), the creator's user-name, links to explanation of the powers, when the card was spawned and when it was released in the real-world. Tap the TAG button to tag the card's current location.



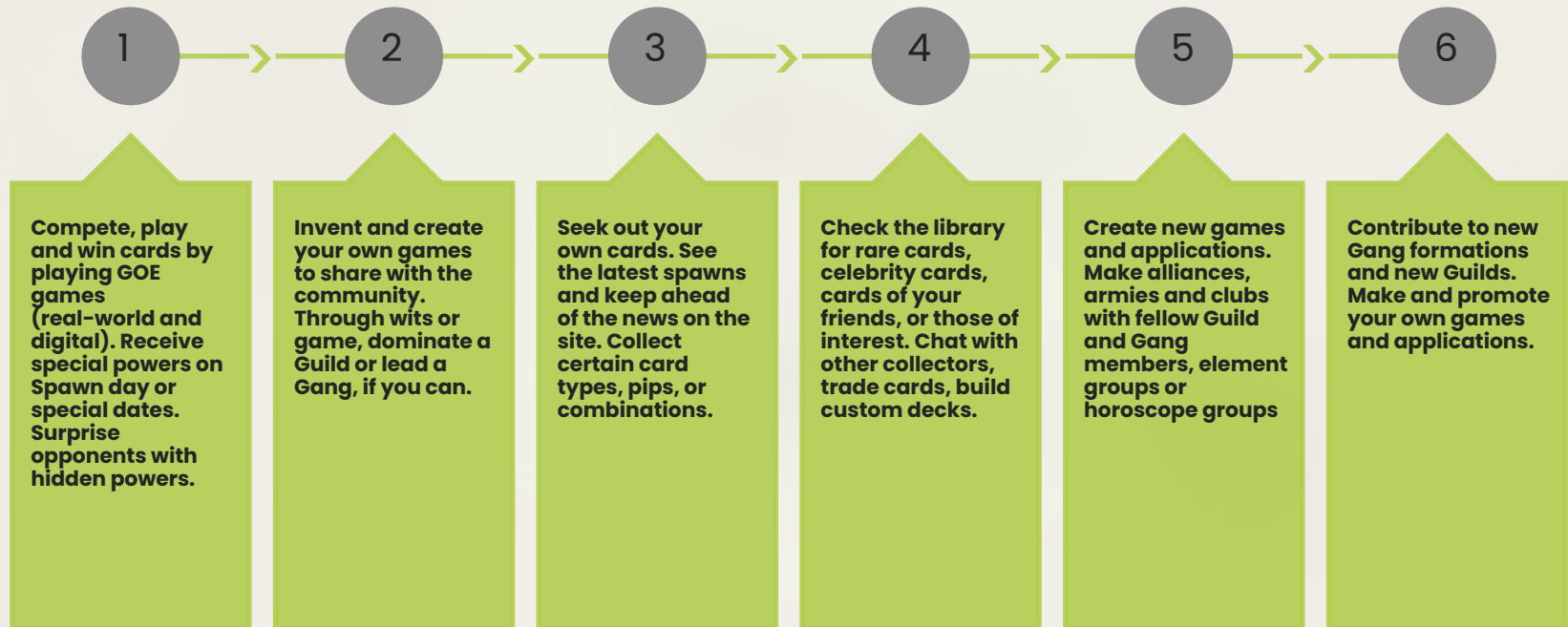
The digital card listing has information on every card...

Date, time and location can amplify Influence points according to special circumstances. Superpowers are explained and Hidden Powers are revealed



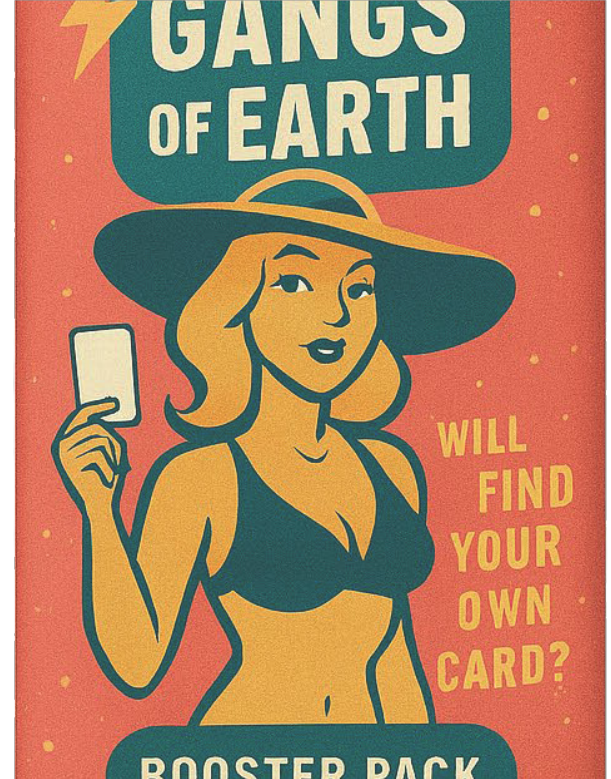
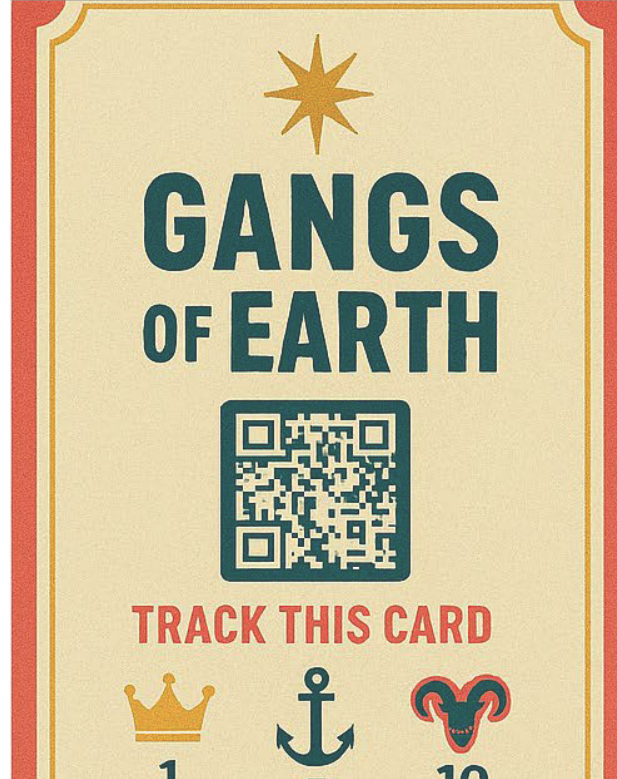
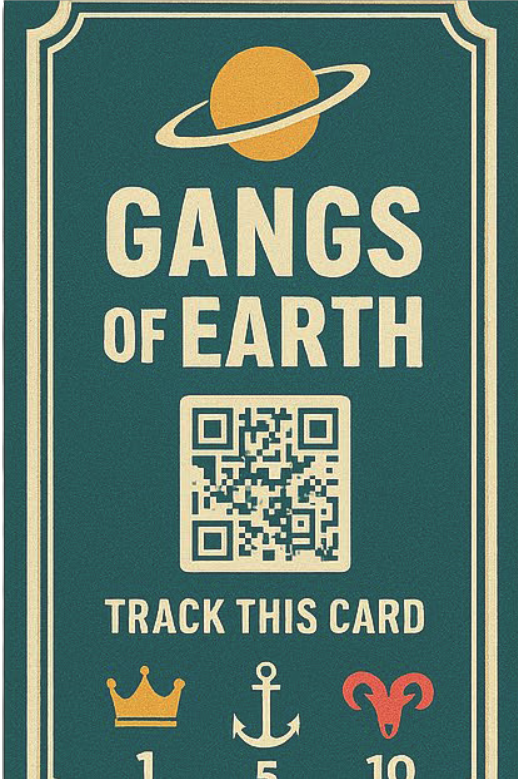
How It Works

- Playing



Market & Audience

- **Target Demo:** 25–80 year-olds, design-literate, creative, adventurous, competitive
- **Comparable Markets:**
 - CCG card games (e.g., Altered, Pokemon, Yu-Gi-Oh!, Duel Masters)
 - DTC card games (e.g., Cards Against Humanity, Unstable Unicorns)
 - Quests, Gotcha-Tag and other real-world social games
 - All card games
- Global adult game market: \$12B+



Monetization

- Blind Random Card Packs (e-commerce and retail)
- Custom Card Packs: company, club, friend, family decks
- Limited Edition Drops – Era sponsorship and back design
- Competitions, trading/collecting events and parties
- Subscription (monthly factions, exclusive cards)

Traction & Community



Early adopters from design, tabletop, and gaming scenes



Community-led lore building



Social sharing integrated in card creation



Playtest feedback: “Like D&D meets Mad Men meets Pokémon”

Call to Action

"Join the Game. Shape the World."

- Seeking: \$100k pre-seed / publishing partner / platform collaboration

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