

The background is a detailed ancient Egyptian wall painting in a monochromatic blue and gold color scheme. It depicts a family scene: a central male figure (likely a deity or noble) with a tall headdress, a female figure (likely Isis) with a large cow-horned headdress, and a child. They are surrounded by various symbols of power and life, including lotus flowers, a papyrus, and a bowl. The style is characteristic of ancient Egyptian art, with stylized figures and hieroglyphs.

# Two Lands Pitch Deck

[twolandstoken.com](http://twolandstoken.com)  
contact : Cofounder Jared Vergilis  
[twolandstoken@gmail.com](mailto:twolandstoken@gmail.com)

Rewriting history, one block at a time...



# Who **we** are



*“Indiana Jones meets The Da Vinci Code  
of Blockchain”*

Where entertainment meets ancient  
archeology in an engaging and sustainable  
DeFi ecosystem designed to excite the inner  
explorer in us all...



## Our Founders

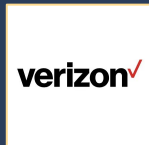
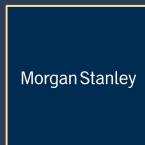


JARED VERGILIS  
*CEO*

Former Financial Advisor  
Nationally Recognized Energy Deregulation Consultant  
Former Owner & Managing Partner of MM Restaurant  
Former Recording Artist for Multi-Platinum  
American Pop Band

ZACH OZYCK  
*COO*

Former Technical Recruiter in Tech & Finance  
Managed MM Hospitality Programs  
Managed & Developed MM Real Estate Portfolio  
Classically Trained in Fine Arts  
& Graphic Design





# The Problem in Game-Fi

## No Sustainability



Many employ  
'ponzinomics'



Lack of focus on utility



Assets and their value  
are tied to volatile  
market

## Low Quality



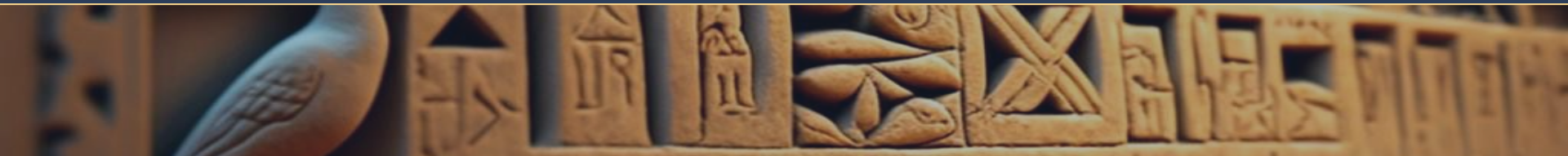
Poor UI/UX and subsequent  
gaming experience - Not fun!



Confusing gameplay and features



Inferior onboarding, high fees, long  
wait times, and limited scalability







# The Solution

## Balanced Web3 Gaming Ecosystem



Closed loop *ecosystem* prioritizing token demand while minimizing selling pressure



High quality ownable assets with a relentless focus on recurring users, high retention rate and frictionless onboarding



Highly addictive & effortless gameplay in both PVP & Solo Play with Trivia as the flagship



Sustainable game rewards via gameplay, engagement & affiliation guarantee winnings for players, helping build initial player base

# PHAROAHS OF AARU

COMING SOON



GET IT ON  
Google Play



Available on the  
App Store

# Game Play & Design

Game Type  
+ Timer

Inventory

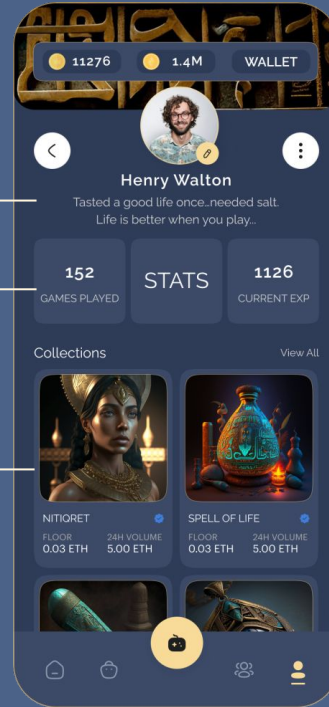
Answer Set  
+ 2nd  
Timer



Player  
Profile

Player  
Statistics

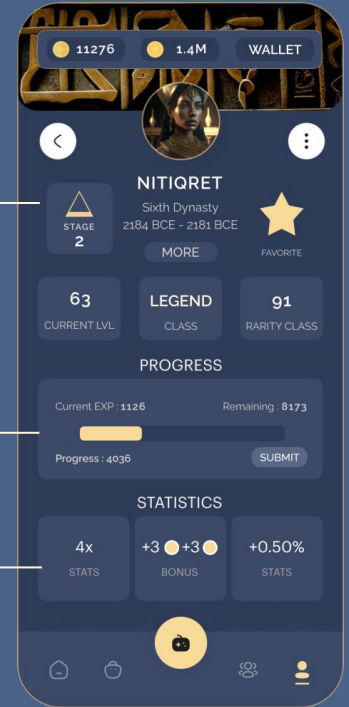
Item  
Inventory /  
Collection



Pyramid  
Details &  
Rewards

Build  
Progress  
Bar

Gang Info  
+ Hiring





# NFT Life Cycle



Sarcophagus  
ETH Purchase  
+2 Free Entries  
(One-time Bonus)



Tool  
Free or XP Purchase  
Turns Sarcophagus  
into Mummy



Mummy  
ETH Purchase  
+3 Free Power Ups  
(One-time Bonus)



Amulet  
ETH Purchase  
Guarantees Rare or  
Legendary Pharaoh



Spell  
Free or XP Purchase  
Turns Mummy into  
Pharaoh



Pharaoh  
ETH Purchase  
LVL Tier Rewards  
(Monthly Payout)



Pyramid  
XP Purchase  
Step Tier Rewards  
(Monthly Payout)



God  
ETH Purchase  
Top Tier Rewards  
(Monthly Payout)



# Visual Game Assets *(some of many)*

Genesis Collection # Minted : 1,000

Target Price of Pharaoh : \$65 USD

## Pharaoh NFTs



## Consumable Assets



# Pharaoh Class Structure



COMMON

RARITY INDEX:  
0-25

DROP RATE:  
35%

LVL Tier Monthly  
Rewards



UNCOMMON

RARITY INDEX:  
26-50

DROP RATE:  
35%

LVL Tier Monthly  
Rewards



RARE

RARITY INDEX:  
51-85

DROP RATE:  
27.5%

LVL + Pyramid Tier  
Monthly Rewards

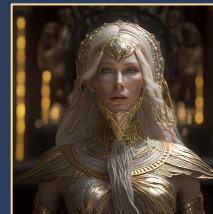


LEGENDARY

RARITY INDEX:  
86-95

DROP RATE:  
2.5%

LVL + Pyramid Tier  
Monthly Rewards



GOD

RARITY INDEX:  
96-100

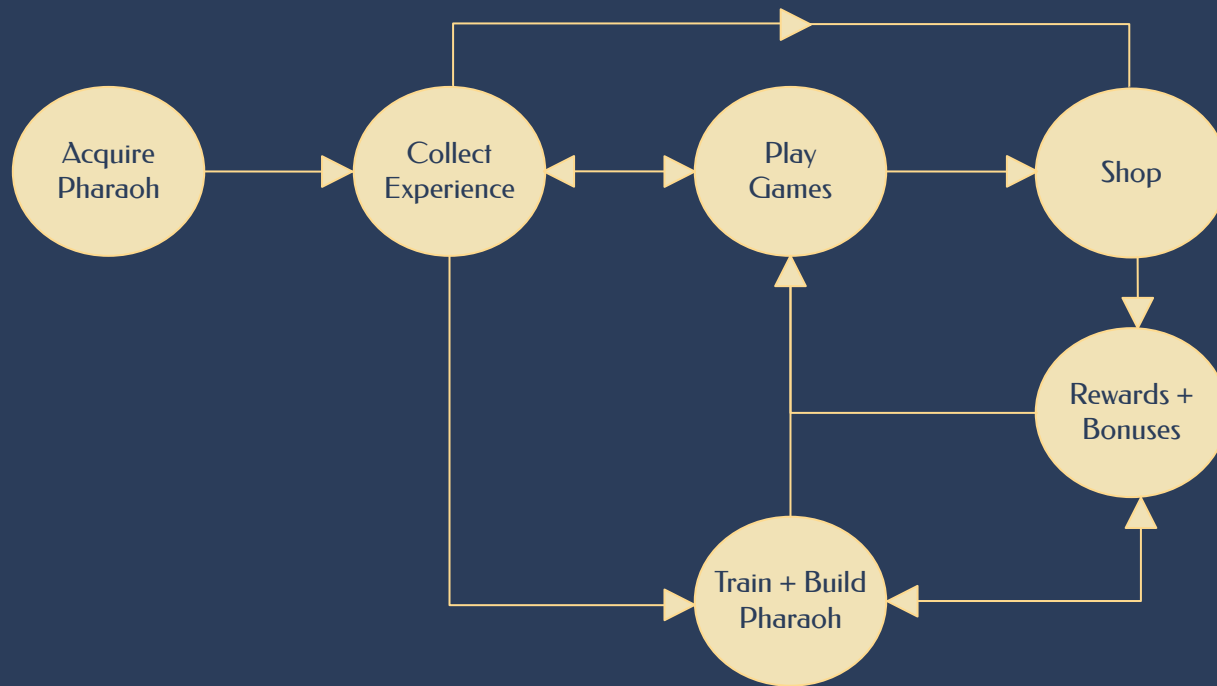
DROP RATE:  
EARNED

Maximum Monthly  
Rewards +  
Exclusive NFT



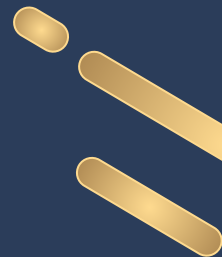


# User Core Loop





# Free vs Paid



JPG PHARAOH

NFT PHARAOH

UP TO LVL 19 TIER REWARDS

UP TO LVL 80 TIER REWARDS

CONVERT TO COMMON or  
UNCOMMON ONLY

CHANCE OF RARE &  
LEGENDARY PHARAOHS

NO PYRAMID BUILDING or  
BONUS

PYRAMID BUILDING + BONUS  
AVAILABLE

NO GOD-PHARAOHS or  
BONUS

CHANCE FOR  
GOD-PHARAOHS + BONUS



# Why Trivia



On-brand and in an unsaturated target niche



Highly addictive, with many *dopamine* based neuro-rewards



Time trusted gameplay & rewards structure



Limitless content means limitless gameplay



Fun to use what you know while learning new things

Some of the most recognizable games, shows, apps, and media have come from the Trivia Segment:





# Pharaohs of Aaru 'Network Effect'

Our tiered, scalable digital rewards program featuring over 1,300 of the most recognized global brands will allow us to simultaneously incentivize user acquisition and liquid rewards, with something for everyone!

65%

say that receiving rewards impacts their frequency of purchase

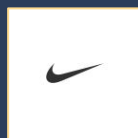
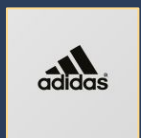
50%+

are likely to give a referral if offered a direct incentive or access to an exclusive loyalty program

69%

say that they're more likely to try a brand if it gives rewards

Some of the many distinguished brands available:



# Two Lands Ecosystem



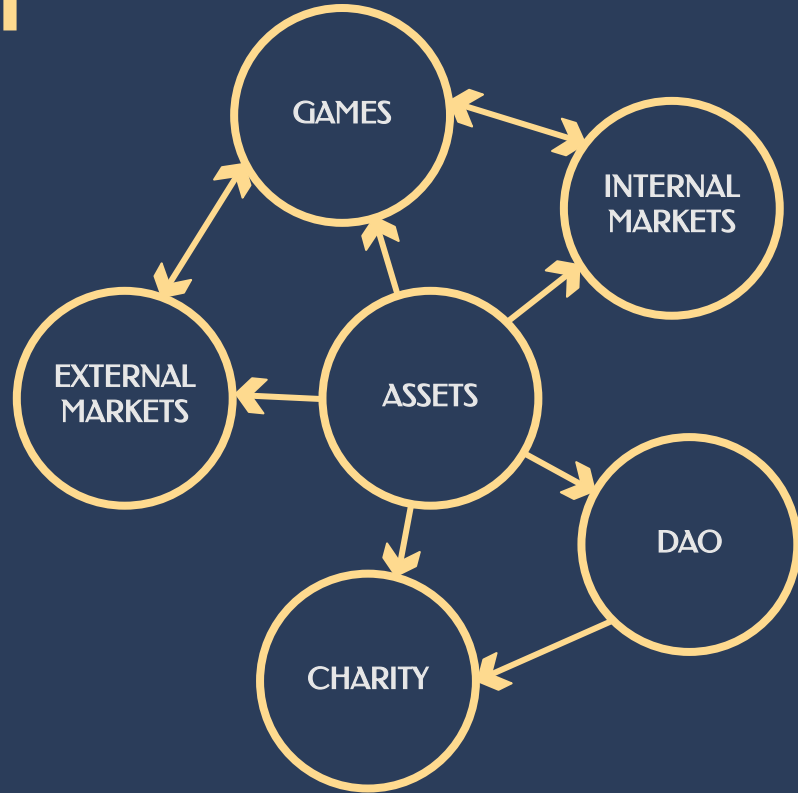
Our assets include \$LANDS, XP, NFTs, a vibrant community, and much more!



Internal marketplaces will include both in-app and web based purchasing environments



Our assets & products will be found on external marketplaces like OpenSea.io, GooglePlay, AppStore and select CEX



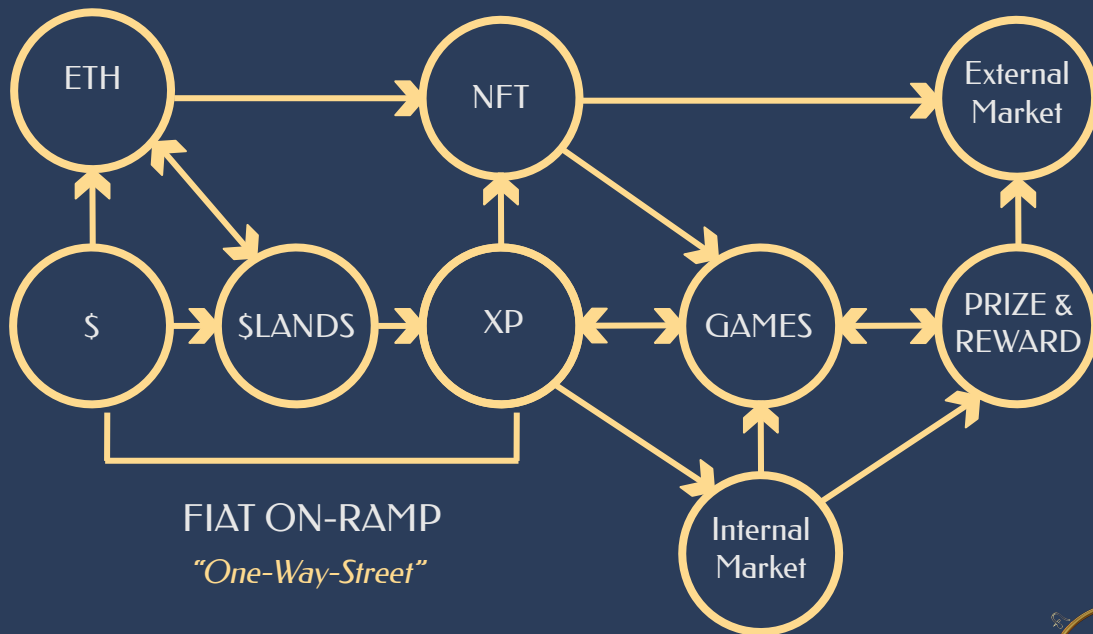
# Core Asset Flow



A Fiat conversion process of just a few clicks via an ApplePay-like feature enables seamless onboarding



\$LANDS becomes insulated via an internally circulated XP





# Market Opportunity

Global Mobile Gaming  
Revenue 2022

**\$130B+**

Current GameFi Market Cap

**\$20B+**

On-Chain Transactions 2022

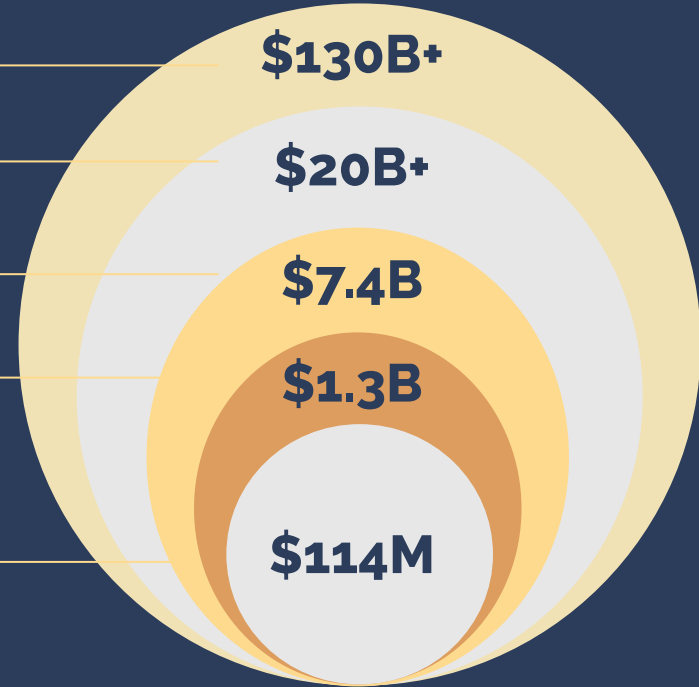
**\$7.4B**

Global Downloads 2022  
Trivia Game Segment

**\$1.3B**

In-App Purchasing Revenue  
Trivia Game Segment 2022

**\$114M**



# Market Opportunity

**1.1M+**

UAW connect daily to  
game dapps (2022)

**68%**

of GameFi investors  
joined within the last year

**17.2B+**

raised via crowdfunding  
in North America alone  
in 2021

**50%**

of all blockchain activity  
registered was GameFi  
(Q2 2022)

**58%**

of institutional investors  
globally are invested in  
digital assets in 2022

**27B+**

value locked on  
Ethereum Network  
(Current)



# Competitive Landscape

Project Name	Chain	Current CMC	Asset Ownership	Sustainable Economy	Engaging Gameplay	Strong UI/UX	Low Barriers to Entry & Exit	Micro-engagement Rewards	User Reward Via Proxy Asset
Axie Infinity	ETH	\$1.6B	✓	✗	✗	✓	✗	✓	✗
Farming World	WAX	\$47K (FWW)	✓	✓	✓	✗	✗	✗	✓
Mobox	BNB	\$270M	✓	✓	✗	✓	✗	✓	✓
Crazy Defense Heroes	MATIC	\$15M	✓	✓	✓	✗	✗	✓	✗
Pharaohs of Aaru	ETH	N/A	✓	✓	✓	✓	✓	✓	✓



# Market Strategy



'Freemium' Gameplay Model



Partnerships with gaming specific service & infrastructure providers



Pharaohs of Aaru Ambassador & Referral Program



Wide distribution via Google Play, App Store & many others



Drive excitement factor + game adoption with Digital Treasure Hunts



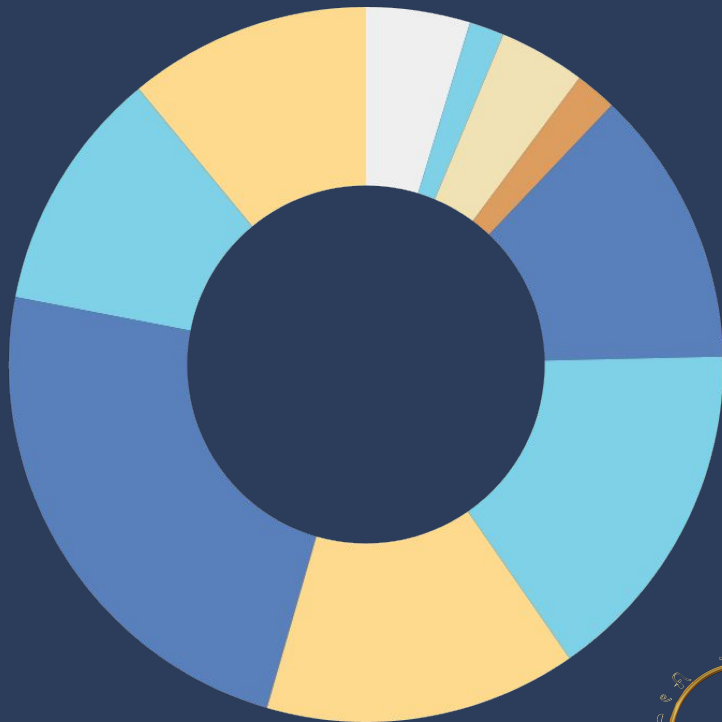
Limited NFT quantities offered via lazy minting to drive exclusivity & virality



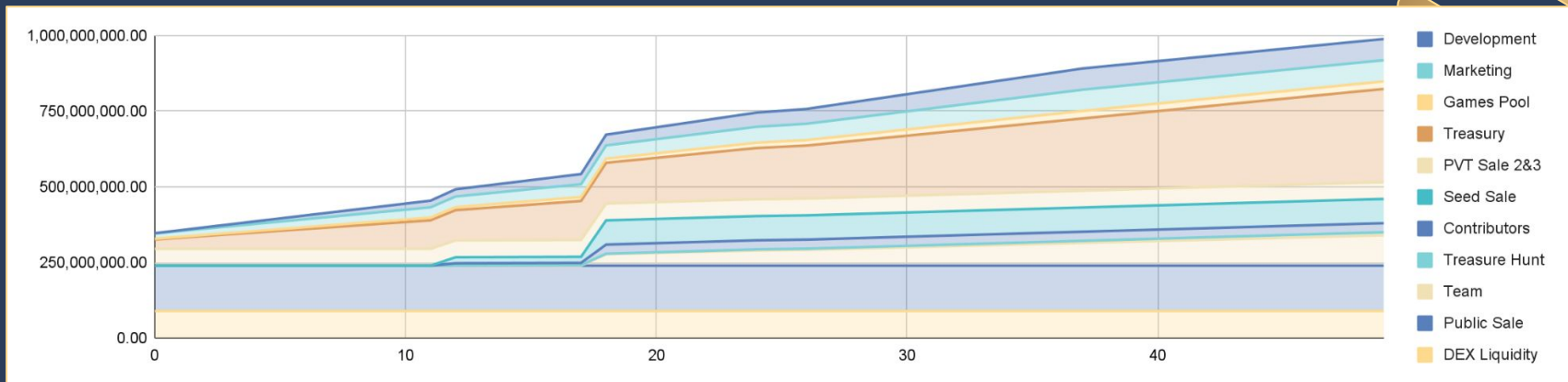
# Tokenomics

100M	10%
25M	2.5%
80M	8%
55M	5.55%
150M	15%
90M	9%
375M	30.75%
10M	1%
12M	1.2%
30M	3%
70M	7%
70M	7%

Team  
Games Pool  
Seed Sale  
PVT Sales  
Public Sale  
DEX Liquidity  
Treasury  
Treasure Hunt  
Burn  
Contributors  
Marketing  
Development



# Token Vesting



Allocations	Seed Sale	PVT Sale 1	PVT Sale 2	Public Sale	DEX Liquidity	Treasury	Team	Contributors	Marketing	Development	Games Pool	Totals
% of Total	8%	1.8%	3.75%	15%	9%	30.75%	10%	3%	7%	7%	2.5%	98.8%
Quantity	80M	18M	37.5M	150M	90M	375M	100M	30M	80M	70M	25M	988M
TGE	0%	100%	100%	100%	100%	10%	0%	0%	25%	10%	10%	34.7%
Vesting (Mos)	-	0	0	-	-	36	48	-	36	36	36	N/A

You Are Here

Remaining 1.2% to be burned over 12 month period

# The Giza Road Map



# Strategic Partnerships





# Advisors

## Tony Drummond



Founder/CEO of  
Micropets driving 70K+  
community & 220M+ MC  
Founder/CEO  
Moonbound Consulting

## John Freyer



Director of Product  
Management &  
Digital Strategy at  
multiple Fortune  
500 companies

## Kryptonite Marketing



Tosha and Sarah  
Founders of Kryptonite Marketing, a  
leading digital marketing firm & incubator  
in the web3 space \ start-up advisory &  
consulting



# Two Lands Marketing

## Non-Traditional

- Docuseries on Team & Release of Two Lands
- Charity Initiative to put a robot in the Great Pyramid of Giza
- Digital Treasure Hunt for 1% of our Token Supply
- Two Lands Beer
- Early holders rewarded with Trip to Giza

## Traditional

- AMA & Twitterspace Circuit
- Major Publication Placements
- Social Media Campaigns
- Affiliate Marketing Program
- SEO & Web Marketing



# Television Pilot & Docuseries

A first of its kind in Web3, and an in-real-life, behind-the-scenes look into the raw and riveting challenges of a global facing startup and the lives of its Founders



Pre-production in place with Orange ST Films to produce a pilot episode of a docuseries



Will provide the most comprehensive KYC & Doxxing of any core team ever in Blockchain



Co-Produced by Sean Austin, featured on Netflix, Discovery Plus & Destination America



Produced into variety of formats & widely distributed



To be pitched to major networks and released in short form contents on public channels for exposure to millions of potential viewers



# Two Lands x Giza Robot

An exciting partnership & opportunity for the Two Lands Community to contribute to history, in an effort to put a robot inside previously unexplored shafts within the Great Pyramid at Giza



Two Lands has partnered with a team responsible for the creation of a new, cutting edge robot capable of penetrating sand in super tight spaces!



Via a global marketing initiative & funding campaign, the team will help put said robot inside previously unexplored, 4500 year old shafts in the Great Pyramid at Giza



Two Lands' 1st Team Donation, and the initial focus of our non-profit The Everdeen Initiative



Robot team has already gained notoriety for their approach with 550K views on their 1st video with 'History for GRANITE'



Non-invasive method allows exploration of shafts not seen in more than 4500 years



**The EVERDEEN  
Initiative**

Two Lands' charitable arm, a registered 501 c3 non-profit Foundation





# A Trip to Giza with The Founders

**EGYPT**  
**THE ANCIENT ARCHITECTURE & ESOTERIC SYMBOLISM TOUR**

SEPTEMBER 13 - 24, 2023

JOIN ANYKTEE, MATT SIBSON (ANCIENT ARCHITECTS), AND DOUGLAS RENNIE (HISTORY FOR GRANITE) AS WE UNRAVEL SOME OF HISTORY'S MOST ENDURING ANCIENT MYSTERIES!

FEATURING: ANYKTEE, MATT SIBSON, DOUGLAS RENNIE

PRIVATE VISITS INSIDE THE GREAT PYRAMID, BETWEEN THE PAWS OF THE SPHINX, AND THE GIZA PLATEAU  
4-NIGHT DELUXE FULL-BOARD NILE CRUISE INCLUDED

SAKKARA, DASHUR, SERAPEUM, LUXOR TEMPLE, THE RAMESSEUM, DEIR EL BAHARI, VALLEY OF THE KINGS, ABYDOS, DENDERA, KARNAK TEMPLE, LUXOR MUSEUM, EDFU, KOM OMBO, UNFINISHED OBELISK, PHILAE TEMPLE, GIZA PLATEAU, INSIDE THE GREAT PYRAMID, CAIRO MUSEUM

[www.AdeptExpeditions.com](http://www.AdeptExpeditions.com)



Two randomly selected early \$LANDS holders will be treated to an all expenses paid adventure of a lifetime to many ancient sites in Egypt



Travel by luxury cruise up the Nile River with Adept Expeditions, led by some of the most knowledgeable experts in the field, and joined by our Founders!



VIP access inside the Great Pyramid, the Giza Plateau, and a sunrise visit between the paws of the Sphinx to name a few



Community reward tied exclusively to market cap related benchmarks

Adept Expeditions



# Two Lands Beer



X



Partial proceeds from this inaugural run will be donated through our non-profit, The Everdeen Initiative, to the Giza Robot Team



Pre-production plan in place with Chatham Brewing Company from NY State for Two Lands' own beer, expected to hit stores by early June 2023



The genesis run will include a couple 'Lucky Cans' related to our digital treasure hunt!



This beer will feature as a consumable item within the Pharaohs of Aaru NFT life cycle



Can labels will include interactive QR codes that redirect to our website & game app and more...



# Treasure Hunt



A massive news event releasing a cryptic riddle, first written in hieroglyphs then translated, related to a digital reward worth 1% of our token supply



First ever web3 & blockchain based global treasure hunt, beginning at token & game launch



The seed phrase tied to the reward will be concealed in a cryptex & hidden somewhere in the world for someone to find



Clues buried in trivia questions within 'Pharaohs of Aaru' & many easter eggs hidden within our company media, will yield the first rewards and the starting point for our Hunt

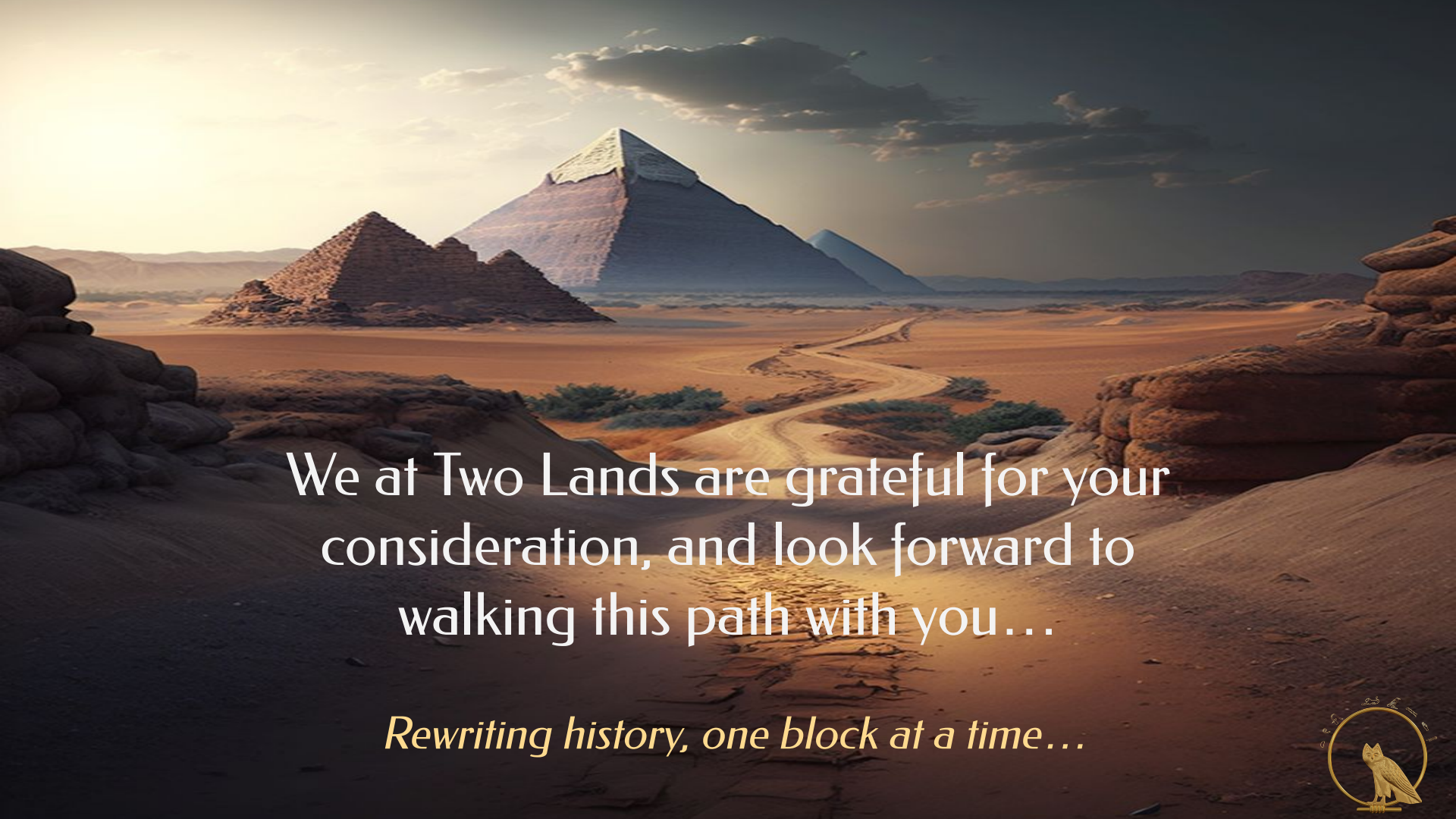


Only holders of \$LANDS will be eligible to claim the Treasure



Inspired by the Forrest Fenn Treasure, which captured international attention for more than a decade



A desert landscape with several pyramids in the background. A winding path leads from the foreground towards the pyramids. The sky is filled with clouds, and the overall scene is bathed in a warm, golden light, suggesting sunset or sunrise. The foreground shows rocky terrain and sand dunes.

We at Two Lands are grateful for your  
consideration, and look forward to  
walking this path with you...

*Rewriting history, one block at a time...*

