

# The Balance Project

GAMIFIED REGIONAL BUSINESS MARKETING APP



THE PHOENIX COLLECTIVE is a Kansas City-based game development group dedicated to creating innovative, story-driven games that inspire and engage players. Through an augmented reality lens, we aim to bridge divisions between people by encouraging cooperation, bring awareness to vital landmarks and places of touristic interest and empower local businesses to expand their customer radius through use of our way-finder application.

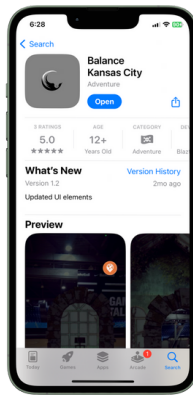
## MISSION STATEMENT

Our mission is to unify and empower the gaming community and beyond by fostering collaboration and creativity, while upholding core values of love, family, and community. We aim to set new standards in the gaming industry, produce critically acclaimed games, and expand our market presence, all while building a lasting legacy that positively impacts both the industry and society.

**"78%** of players now play on a mobile device. Today, everyone can be a gamer."<sup>2</sup>

## OUR VISION

Our mobile device-based social games starting with Balance Begins offer rewards based on progress and achievements, transferable to real-world goods and services. The games aim to inspire healthy living and allowing players to "build your own legend." A powerful social activity, scalable to all communities and capable of expanding an interactive world across the country.



## MARKET ANALYSIS

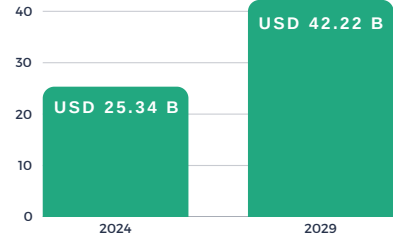
The global MMORPG gaming market is projected to grow at 10.75% annually from 2024 to 2029, driven by mobile gaming and augmented reality advancements.

Massively multiplayer online role-playing games (MMORPGs) foster connections and communities among gamers, offering social interaction and a sense of belonging. Balance, utilizing augmented reality, merges the virtual community with Kansas City's dense target market to promote supporting small businesses and benefiting the local economy.

### MMORPG GAMING MARKET (GLOBAL)

CAGR: 10.75%

Source: Mordor Intelligence<sup>1</sup>



**"90%** of people more likely to play more frequently of their achievements and rank lead to real-world rewards and effects."<sup>3</sup>

## BALANCE BEGINS

Embark on an epic MMORPG scavenger hunt through iconic Greater Metro Kansas City locations, all enhanced by augmented reality! Players will discover a sacred book whose pages have been mysteriously scattered across the city. Each lost page reveals lore, story elements, and in-game treasures, gradually unraveling the secrets of an ancient realm. With only the final page intact, players are guided on a thrilling quest to uncover the hidden world within.

**1.12M**

ADULTS IN OUR MARKET  
OF GREATER METRO  
KANSAS CITY AREA

**31**

HOSTS OFFERED  
LOCATIONS AS  
AR HUBS

**200,000**

PLAYERS CAN BE  
SUPPORTED WITH  
THESE LOCATIONS

## Join The Adventure

[HTTPS://KCPHOENIXCOLLECTIVE.WIXSITE.COM/GAME](https://kcpheoenixcollective.wixsite.com/game)

[INSTAGRAM: KC\\_PHOENIX\\_COLLECTIVE](#)

[LEGENDARYPHOENIXKC@GMAIL.COM](mailto:LEGENDARYPHOENIXKC@GMAIL.COM)



<sup>1</sup> [MMORPG Games Market Size & Share Analysis - Growth Trends & Forecasts Analysis 2024 - 2029] (<https://www.mordorintelligence.com/industry-reports/mmorpg-gaming-market>)

<sup>2</sup> [2024 Essential Facts About the U.S. Video Game Industry] (<https://www.theesa.com/resources/essential-facts-about-the-us-video-game-industry/2024-data/>)

<sup>3</sup> [2022-2024 Player Market Engagement Survey] (The Phoenix Collective, 2024)

<sup>4</sup> [Newzoo's Global Games Market Report 2024] (<https://newzoo.com/resources/trend-reports/>)