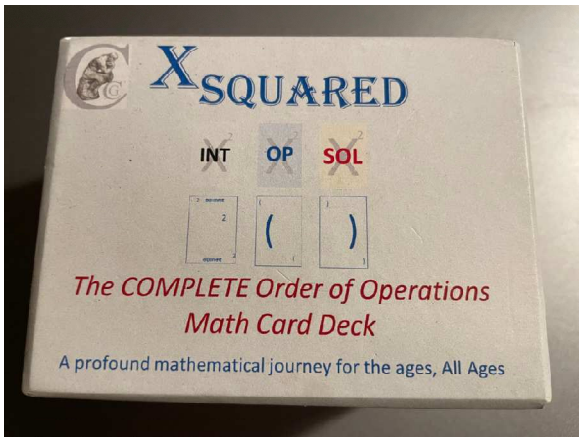
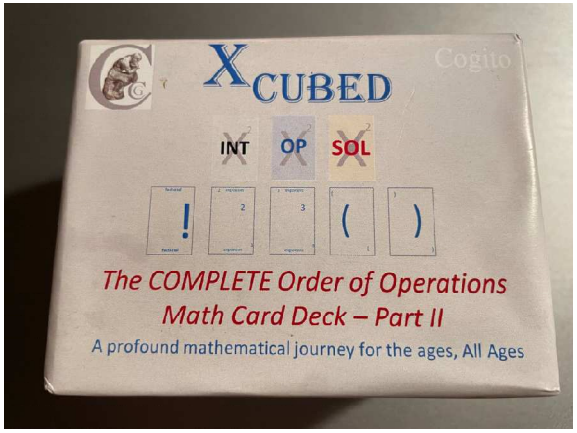
COGNITIVE CARD GAMES LLC



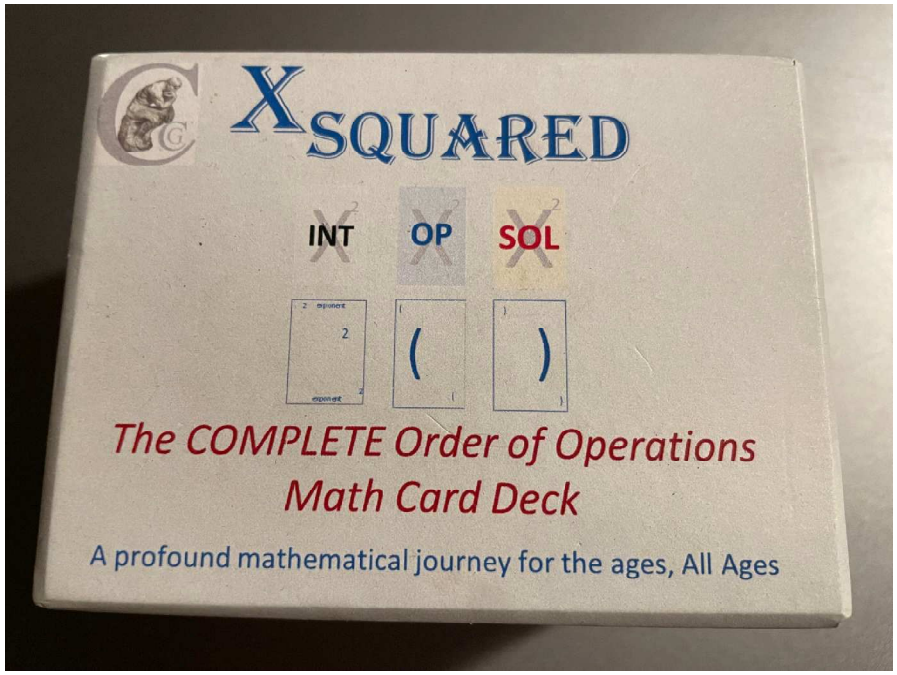


PETER B. LAKEY

A UNIQUE AND PROFOUND INVESTMENT OPPORTUNITY

Turn $300K Into $15M

X-SQUARED MATH CARD DECK (PATENT 12525142)



FIRST ORDER OF OPERATIONS MATH GAME THAT IS:

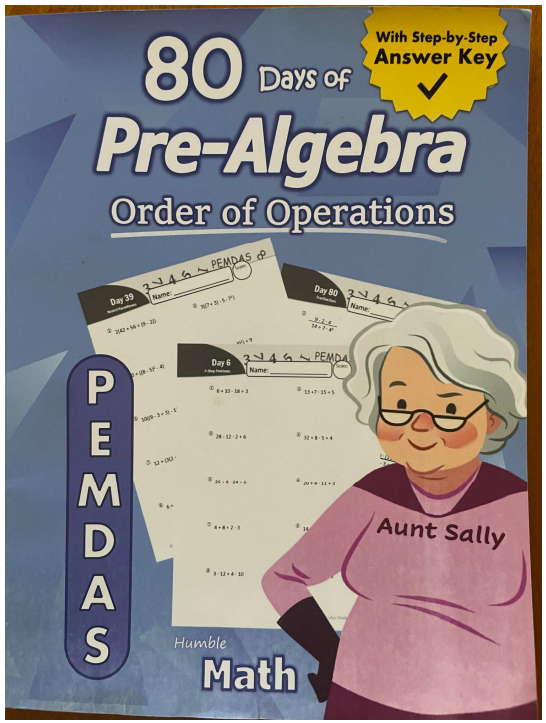
1) COMPLETE. CONTAINS ALL ELEMENTS OF PEMDAS: PARENTHESES, EXPONENTS, MULTIPLICATION, DIVISION, ADDITION AND SUBTRACTION

2) SIMPLE. EASILY UNDERSTOOD AND FOLLOWED.

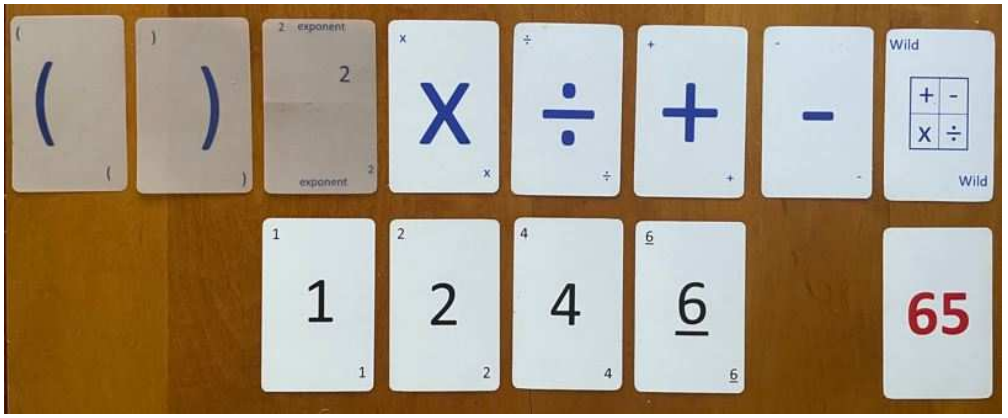
X^2 is the Language of Mathematics!

STATE OF PRACTICE OF ORDER OF OPERATIONS

Current PEMDAS Practice



Future PEMDAS Best Practice



X-SQUARED CARD DECK WILL REVOLUTIONIZE BASIC MATH AMONG CITIZENS THROUGHOUT THE WORLD. MATHEMATICS EDUCATION WILL BE FOREVER IMPROVED THROUGH THIS TOOL

VISION STATEMENT

The X-Squared Math Card Deck/Digital App will be utilized in more than 50% of the middle schools throughout the world within 5 years.

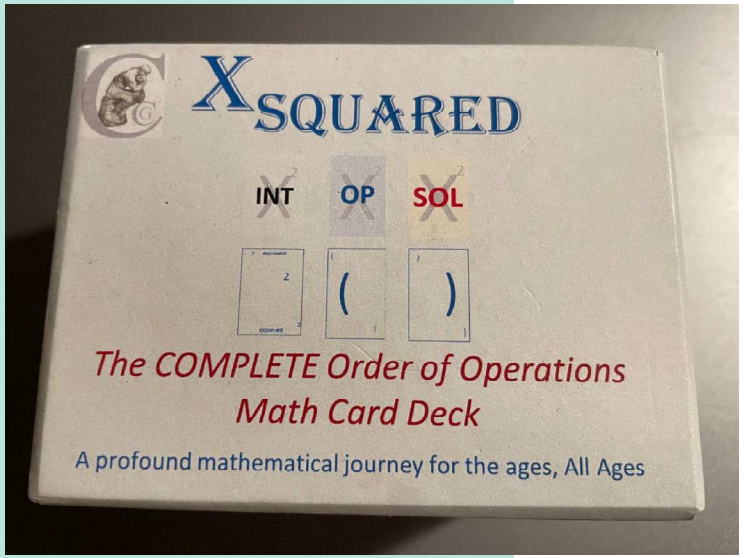
INVESTMENT OPPORTUNITY

- 300K for 10% Equity[1] in Net Income from Card Deck/App Sales
- Potential for additional investment in the future
- Return: Minimum $300K (expected $900K[2]) per year perpetually by 2030

We are seeking not money, but a partner who shares our vision

[1] Terms are negotiable. Minimum of $100K requested

[2] Expected profit per unit is $6. Expect to sell 1.5 million units/year. 10% of $9M is $900K



UTILIZATION OF FUNDS

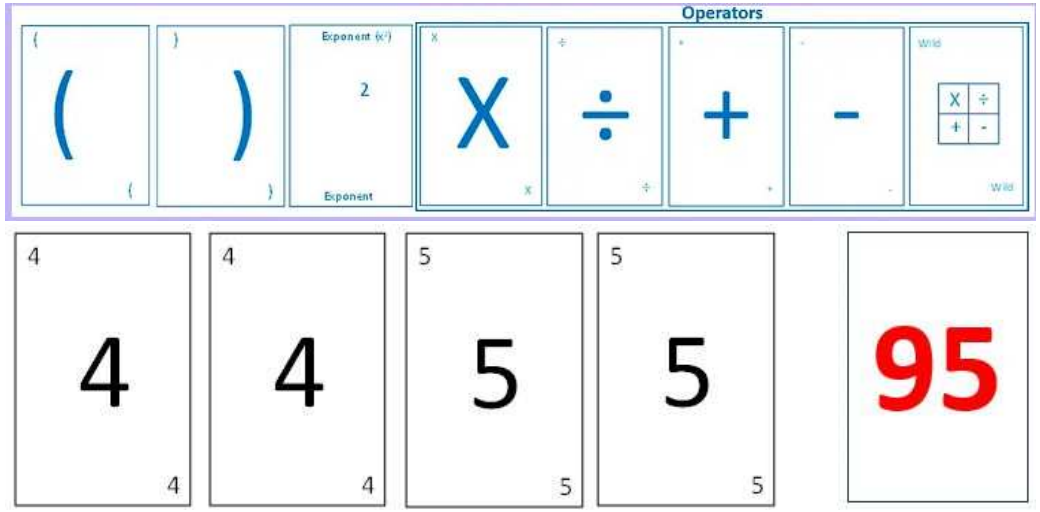
- PHYSICAL INVENTORY AND DISTRIBUTION
- LOCAL AND SOCIAL MEDIA MARKETING
- GENERAL AND ADMINISTRATIVE (E.G. LEGAL)
- RENT PHYSICAL OFFICE SPACE
- DIGITAL SALES GENERATE IMMEDIATE REVENUE
- PHYSICAL SALES REQUIRE PRODUCTION COSTS

X-Squared Math Game

Level 4 Challenge

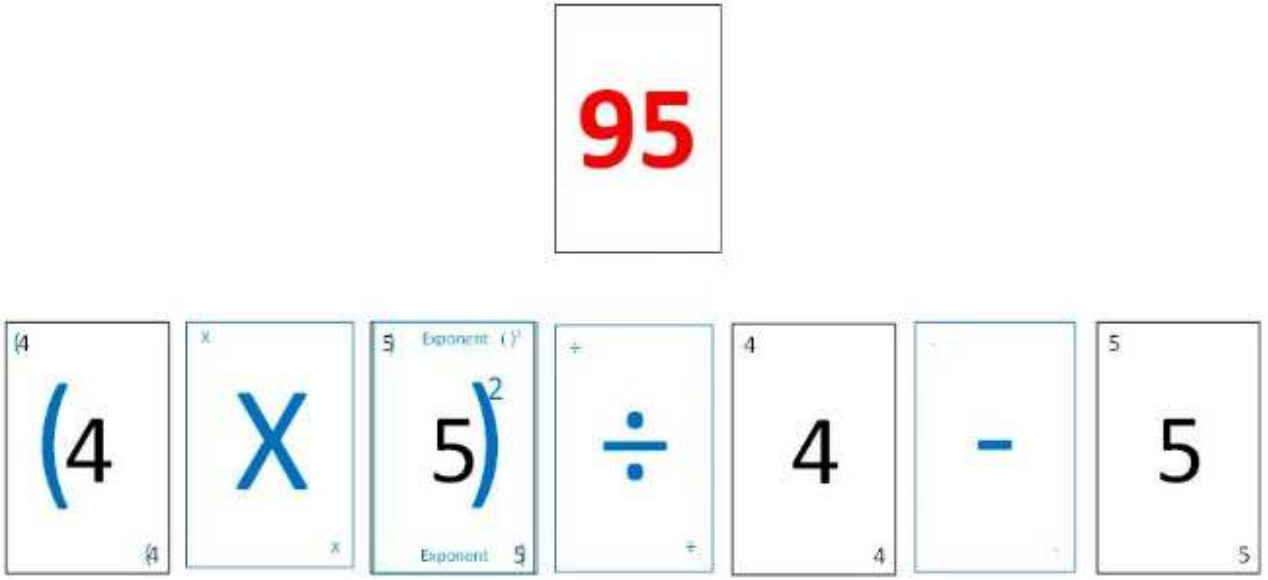
Must use all 4 **Integer** cards and 3 **Operator** cards to produce an equation equal to the **Solution** card. Wild operator card may be used for any of the 4 operations. A set of **Parentheses** and a second order (2) **Exponent** are optional.

- MUST Comply with PEMDAS Rules
- NO Implied Multiplication
- NO Fractions
- NO Concatenating Integers



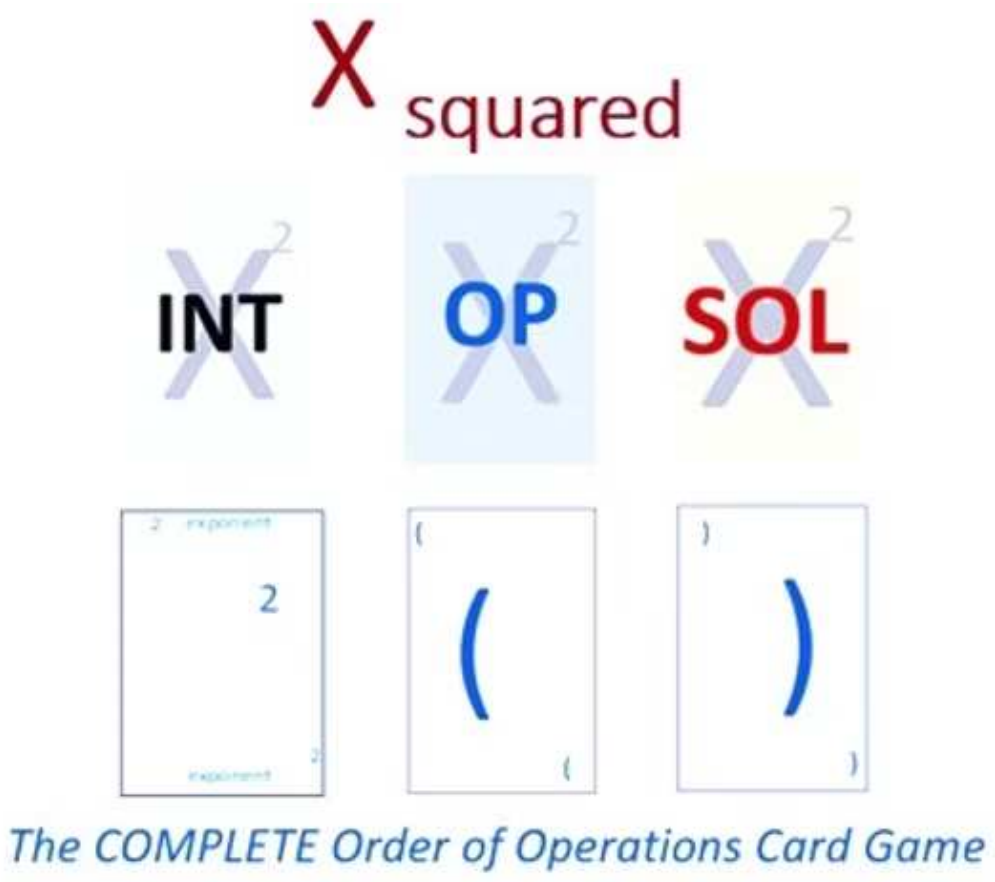
X-Squared Math Game

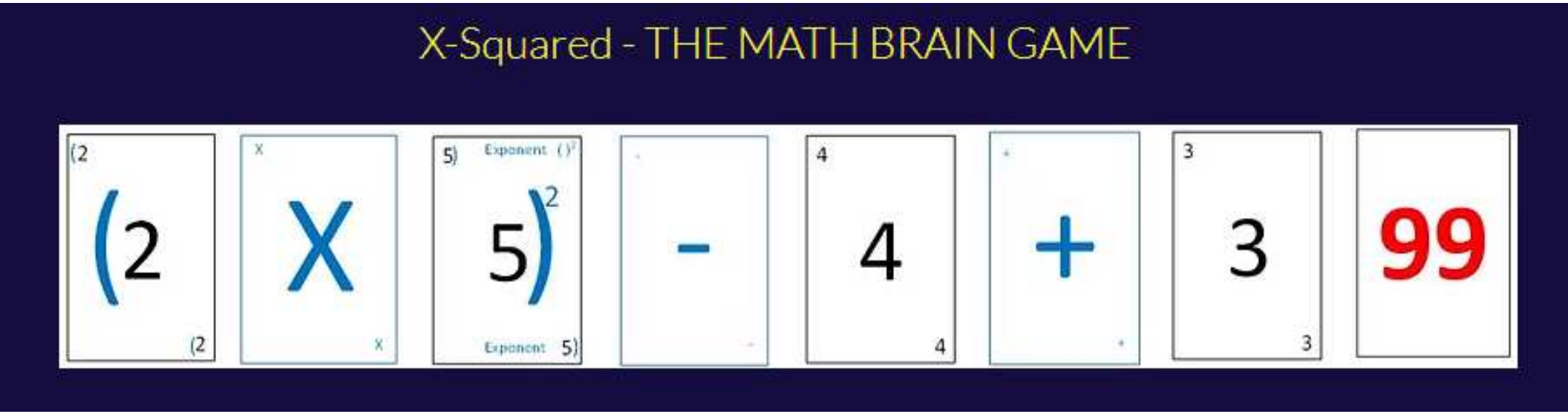
Level 4 Solution



AGENDA

- ABOUT US
- PRODUCT OVERVIEW
- MARKET OVERVIEW
- GROWTH STRATEGY
- SUMMARY





ABOUT US

Our MISSION is to raise the collective mathematics IQ of citizens across the globe.

Start in St. Louis. Provide at cost to public school students in St. Louis region.

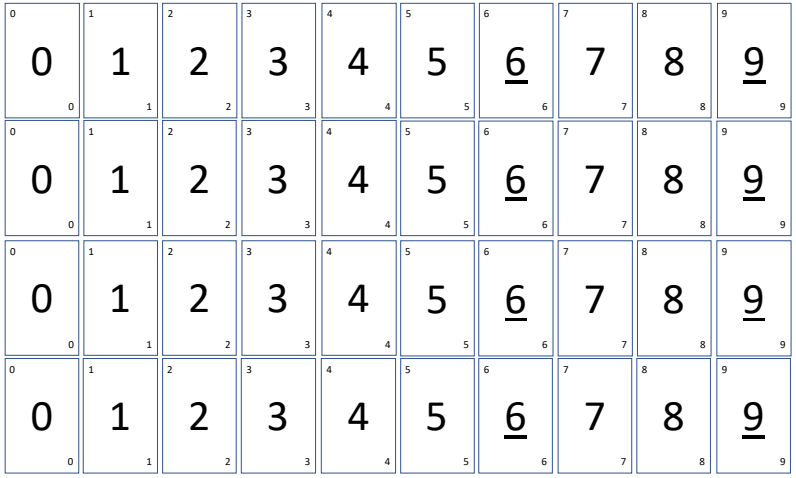
PETER B. LAKEY

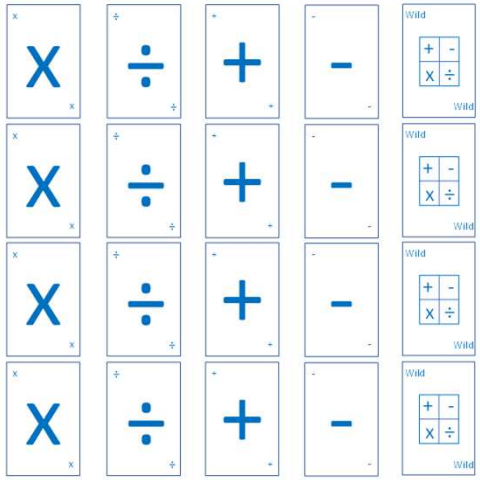
- CEO/CREATOR OF X-SQUARED AND X-CUBED
- BSEE NORTHWESTERN UNIVERSITY
- MS ENGINEERING – MISSOURI S&T
- MBA – WASHINGTON UNIVERSITY
- SOFTWARE TESTING CONSULTANT (SINCE 2000)
- STRATEGIC THINKER

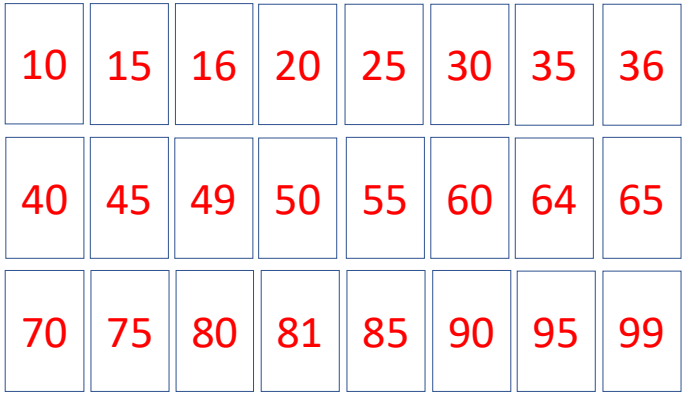
ALISON G. LAKEY

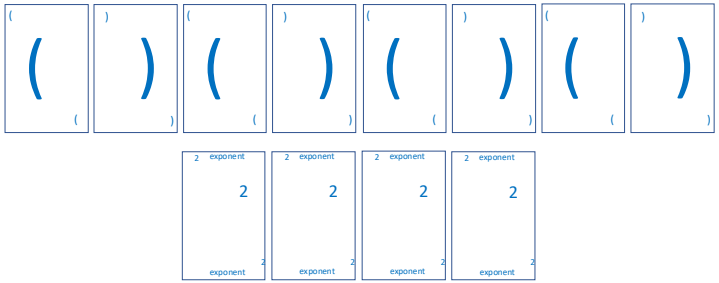
- PARTNER
- GAME DESIGN CONSULTANT

PRODUCT OVERVIEW

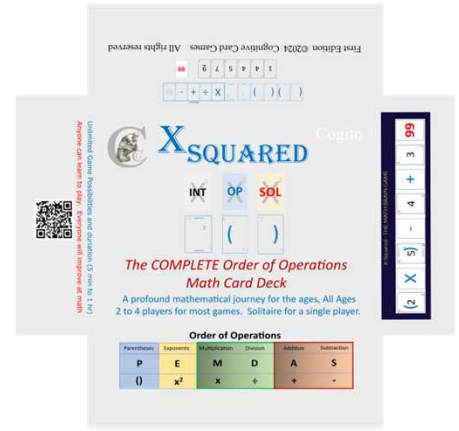


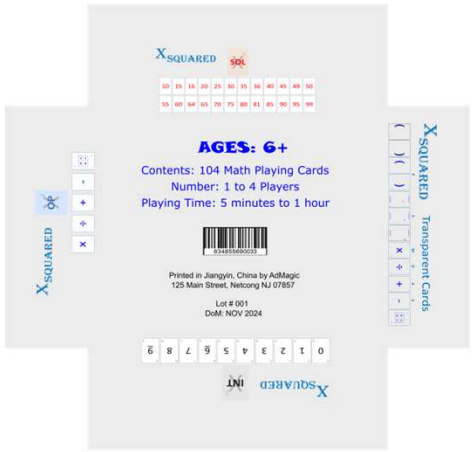


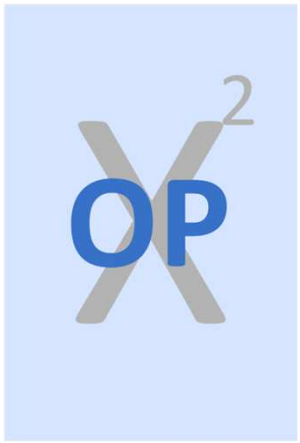




PRODUCT DESIGN COMPLETE

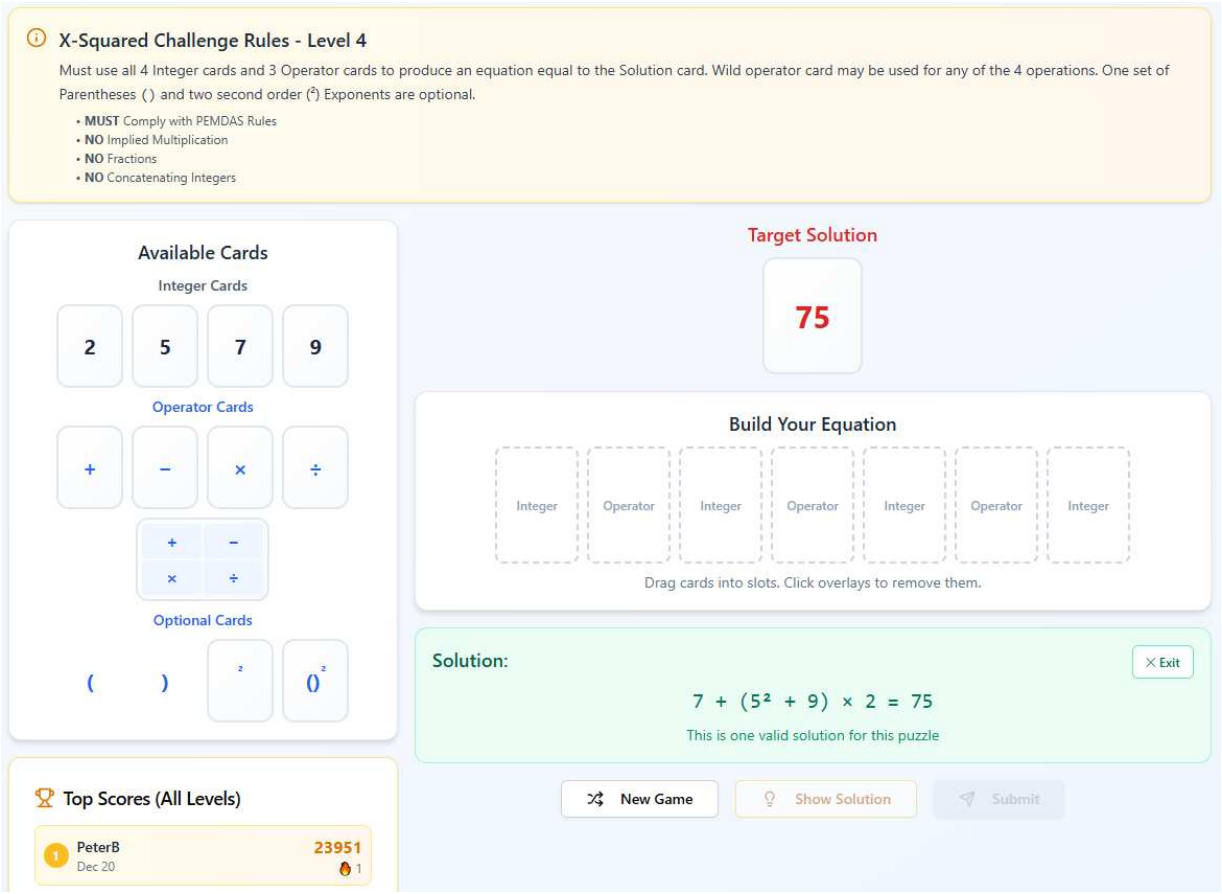




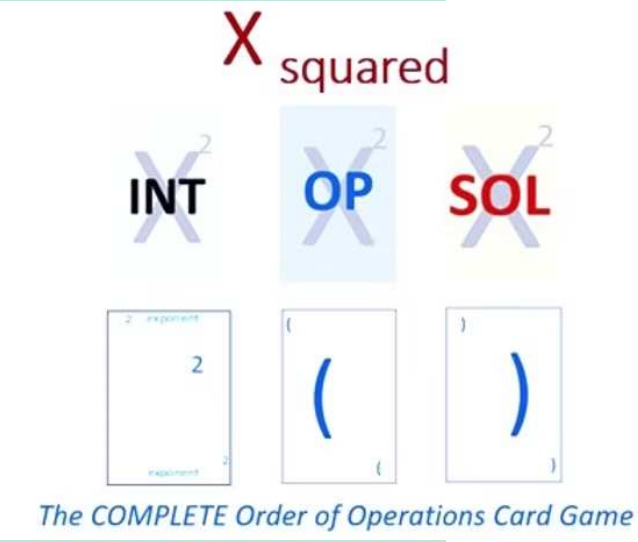


— Ready for Production

DIGITAL APP AVAILABLE



For Sale
App Store
Google Play
April 1, 2026



CONFIDENCE IN SUCCESS

- ORDER OF OPERATIONS IS FUNDAMENTAL
- INTRODUCED TO MOST STUDENTS ON EARTH
- TAUGHT USING LINEAR ALGORITHMS
- NO *VIABLE* HANDS-ON TOOL CURRENTLY EXISTS
- X-SQUARED AND X-CUBED ARE THE FIRST
- HOLISTIC AND CREATIVE LEARNING APPROACH
- EMBRACED BY SCHOOLS ALL OVER THE WORLD

This math tool will be funneled into a huge vacuum with endless capacity

MARKET OVERVIEW

MARKET DEMOGRAPHICS

A MARKET WITHOUT A PRODUCT

- HUGE UNTAPPED MARKET
- INTERNATIONAL SCOPE
- STUDENTS
- PARENTS
- EDUCATORS
- MATH LOVERS
- CARD GAME LOVERS
- ALL AGES AND BACKGROUNDS
- WHOLE WORLD IS THE MARKET

50 million students

1. 5 billion students

TARGET K-12 STUDENTS

MIDDLE SCHOOL

- 1% OF US MARKET IS 500,000
- 0.1% OF INT MARKET IS 1.5M
- 1,500,000 UNITS FOR BASE MARKET WITHIN 4 YEARS

OTHER DEMOGRAPHICS SHOULD PROVIDE SIGNIFICANT SALES AS WELL

COMPETITIVE LANDSCAPE

Competitors:

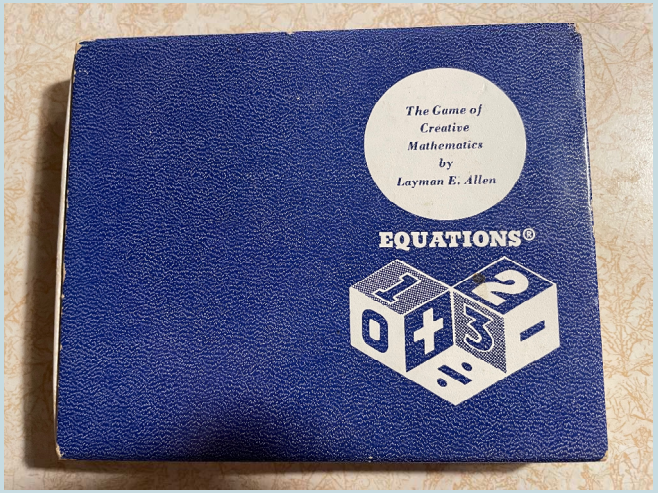
- Virtually no competition[1]
- Product type currently non-existent
- Math card games do exist
- None pose a threat to X-Squared
- Copycats a realistic concern
- Scale up quickly to own the market

Strategy:

- Promote general awareness
- Rapidly reach a critical mass
- Ability to adapt swiftly
- Pursue global markets quickly
- Continuously improve offerings
- Integrate user feedback

[1] **Equations Math Game** (1962) is shown on next slide. While it is a fascinating product, it is not commercially viable on a large scale

EQUATIONS MATH DICE GAME



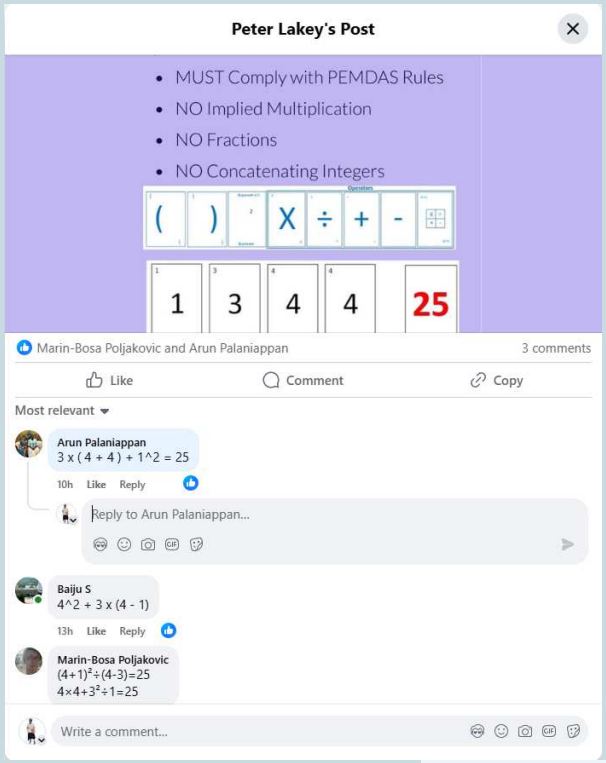
- Brilliant Order of Operations game
- Only comparable product on market
- Utilized in mathematics competitions
- Too complicated for general use

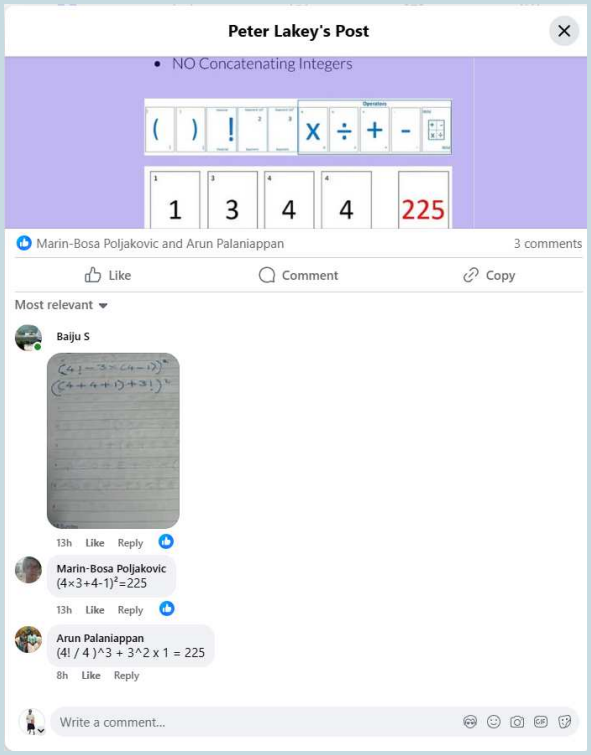
SUPPORTING EVIDENCE

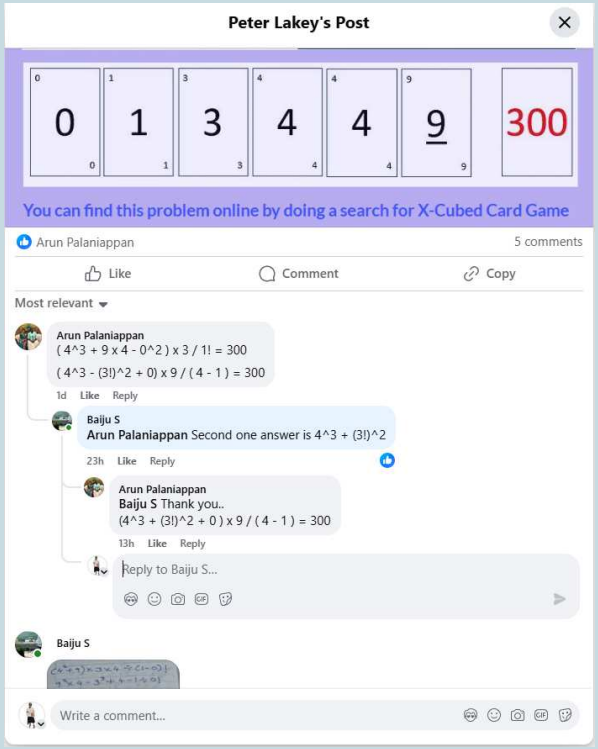
COUNTDOWN GAME SHOW

- Similar in concept to X-Squared
- Longest running game show in Great Britain
- 1 million viewers daily
- Confirms large market for Number Puzzles

DAILY CHALLENGE

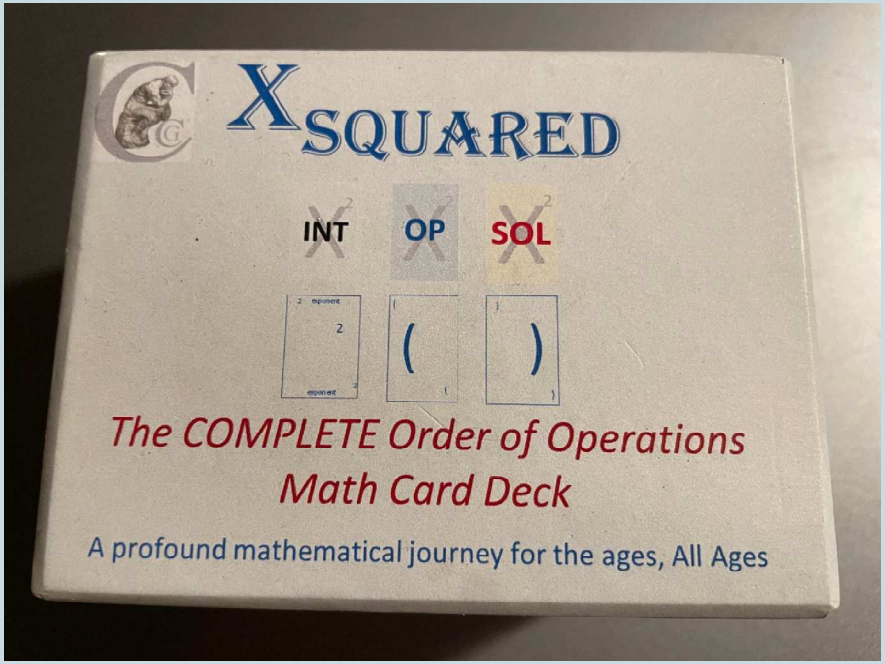






- Puzzles on Cognitive Card Games website
- Played by international participants every day
- UK, India, Serbia, Turkey, Australia for nearly 2 years

PROTOTYPE SALES

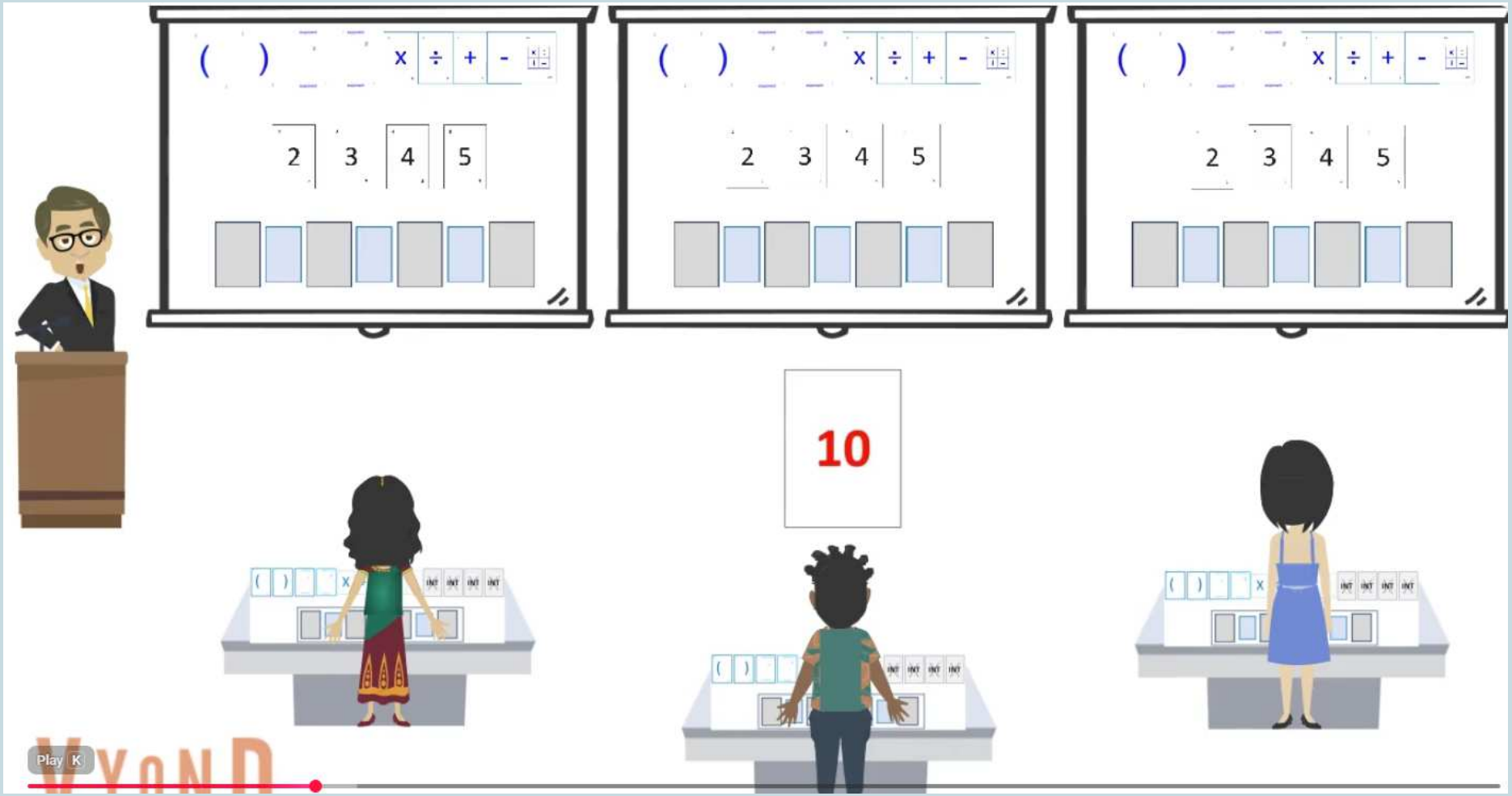


- 30% of those approached have purchased a deck for $20

DIGITAL APP

- Once introduced participants have engaged freely

PRODUCTION GAME SHOW



Successfully Piloted

TRACTION

- Patent Granted – January 2026
- Users engaged (website and app) for 2 years
- Planned Product launch

  Successful introduction of our product to market
- Projected 200,000 user milestone

  Substantial user base, indicating growing demand
- Strategic partnership

  Expanding market presence and capabilities

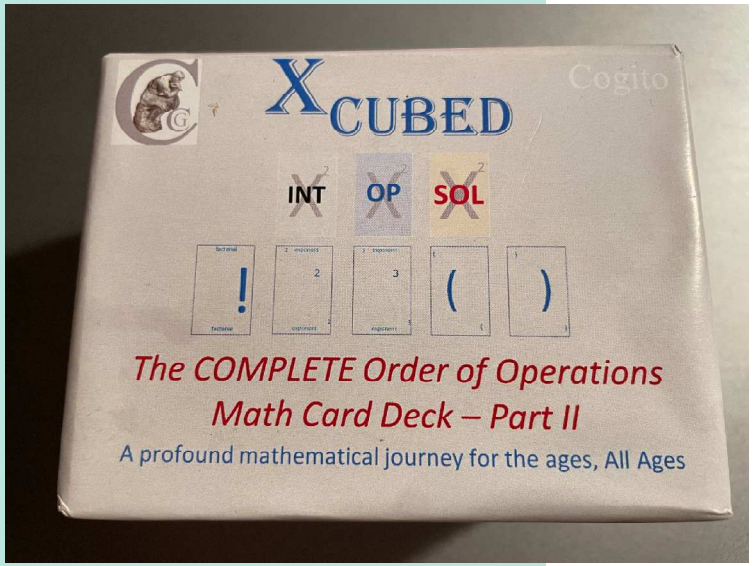
Milestone	Year
Product launch	2026
200,000 user milestone	2027
Strategic partnerships	2028
1 Million+ yearly sales	2029

FINANCIALS

Year	Revenue ($)	Expenses ($)	Net profit ($)
2026	$260,000	$200,000	$60,000 ($15,000)
2027	$2,600,000	$1,100,000	$1,500,000 ($500,000)
2028	$6,500,000	$2,600,000	$3,900,000 ($1,300,000)
2029	$13,000,000	$6,400,000	$6,600,000 ($2,200,000)
2030-2050	$20,000,000	$11,000,000	$9,000,000 ($3,000,000)

Expect 50 million units in circulation by 2040. This represents at least $15M for the initial $300K investment.

All values are educated estimates and subject to high variability. Perpetual income expected as new students enter school each year.
Sales: 80% digital app/20% card decks. App Price ($11.11). Deck Price ($18.18) Assume profit/unit = $6 for both App and Deck.
Worst Case values are shown in parentheses at a 67% reduction. At worst case, the proposed investment would generate long term profitability.



ASSUMPTIONS

- 2026 ONLY INCLUDES X-SQUARED DECK
- X-CUBED MATH DECK AND APP ADDED IN 2027
- ESTIMATES ASSUME K-12 STUDENT SALES ONLY
- ALL OTHER DEMOGRAPHICS ARE IGNORED
- PROJECTIONS ESTABLISH A FOCUSED BASELINE
- INVESTMENT IS SOUND FOR JUST 1 SUB-GROUP

SUMMARY

- We are not selling a card game, we are sharing the language of mathematics
- Products do not currently exist in market. They need to exist. Once they do, the demand will be obvious.
- Once a critical mass is reached, products go viral through social media.
- **Demand will explode exponentially**

- PROVEN MARKET FOR MATH TOOL
- STRONG MARKET POSITIONING
- ROBUST GROWTH STRATEGY
- INNOVATIVE PRODUCT DEVELOPMENT
- EQUITY FUNDING ENABLES US TO REACH CUSTOMERS MORE QUICKLY
- **PARTNER WILL BE REWARDED MUCH MORE THAN FINANCIALLY**

THANK YOU

PETER B LAKEY | PETERBLAKEY@ATT.NET| COGNITIVECARDGAMES.COM