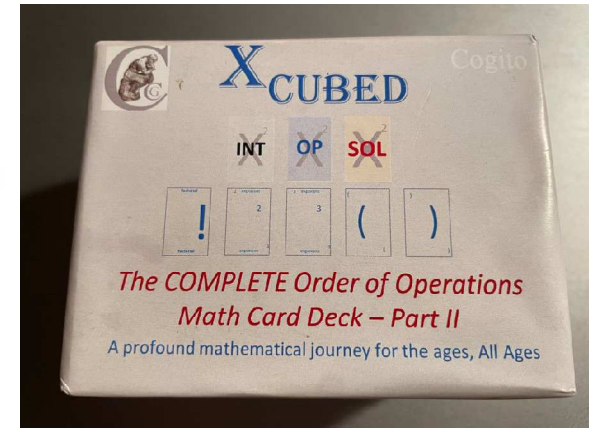
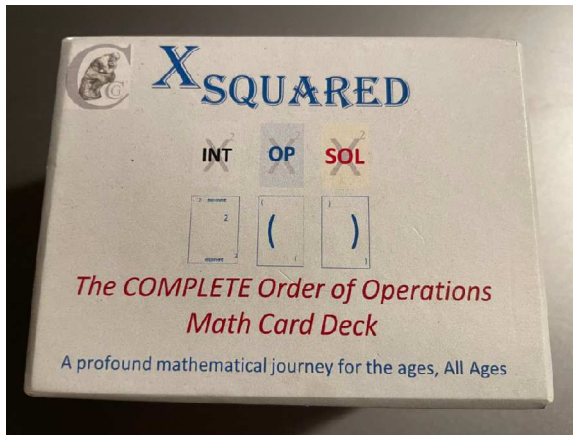


COGNITIVE CARD GAMES LLC



PETER B. LAKEY



A UNIQUE AND PROFOUND INVESTMENT OPPORTUNITY

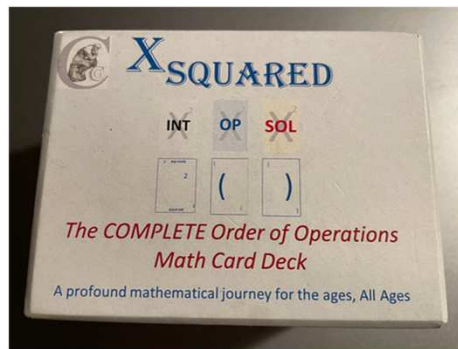
Turn \$300K Into \$15M



- Proprietary, Property of Cognitive Card Games LLC -

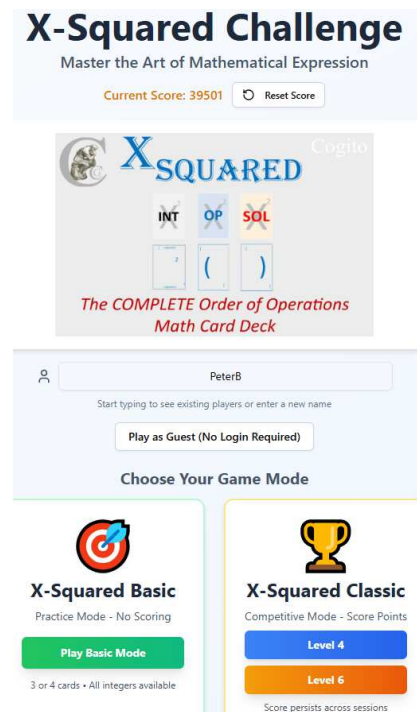
COGNITIVE CARD GAMES SALES GOALS

Math Card Deck

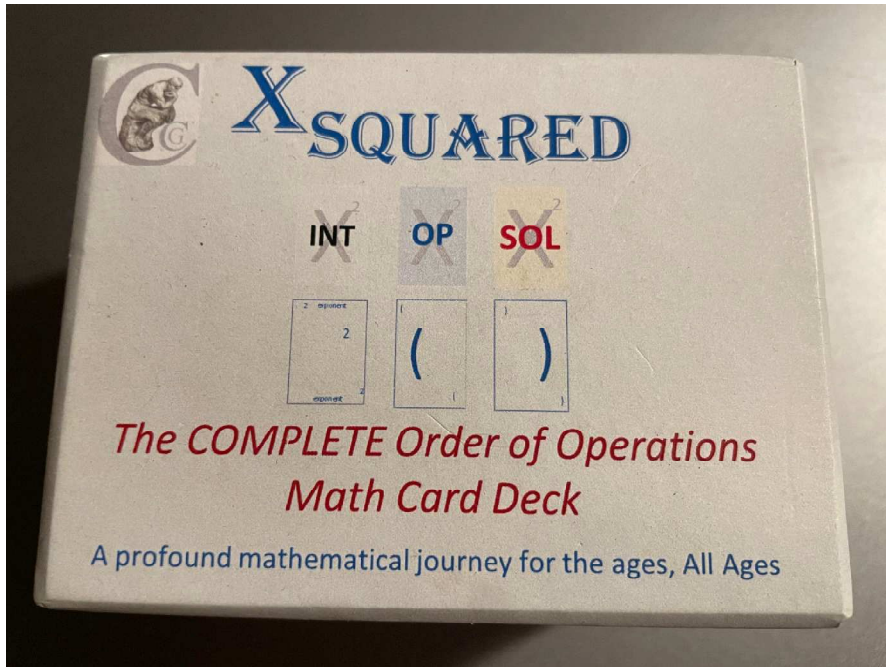


- 1.5 billion K-12 students across the world
- Zero currently exposed, 100% could potentially benefit
- 15 million (1% of 1.5 billion) units sold to students over 10 years
- 15 million units sold to citizens other than students over 10 years
- Return to investor by 2040 is [at least] \$15 Million for a \$300K investment

Digital App



X-SQUARED MATH CARD DECK (PATENT 12525142)



FIRST ORDER OF OPERATIONS
MATH GAME THAT IS:

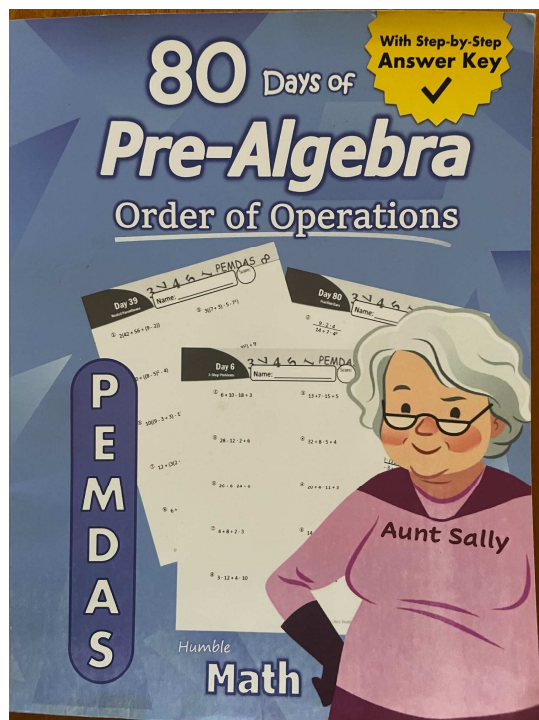
- 1) **COMPLETE.** CONTAINS ALL ELEMENTS OF PEMDAS: PARENTHESES, EXPONENTS, MULTIPLICATION, DIVISION, ADDITION AND SUBTRACTION
- 2) **SIMPLE.** EASILY UNDERSTOOD AND FOLLOWED.

X^2 is the Language of Mathematics!

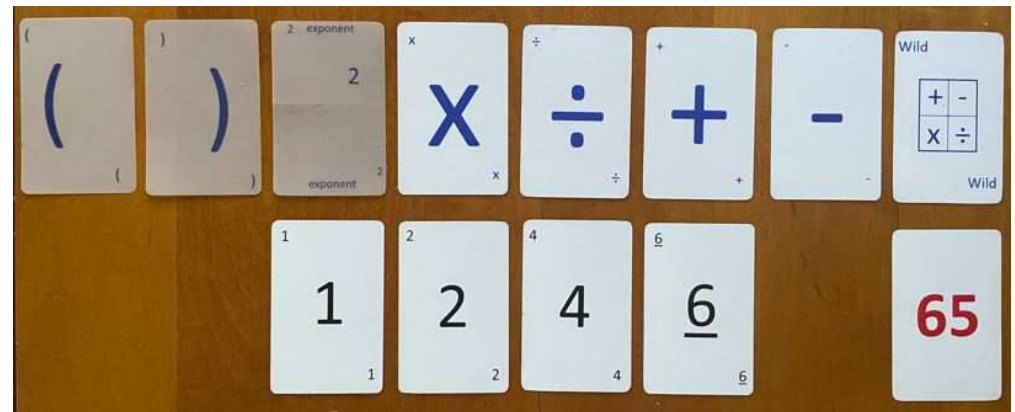
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STATE OF PRACTICE OF ORDER OF OPERATIONS

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

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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.



- Proprietary, Property of Cognitive Card Games LLC -



INVESTMENT OPPORTUNITY

- 300K for 10% Equity¹ in Net Income from Card Deck/App Sales
- Potential for additional investment in the future
- Return: Minimum \$300K (expected \$900K²) per year perpetually by 2030

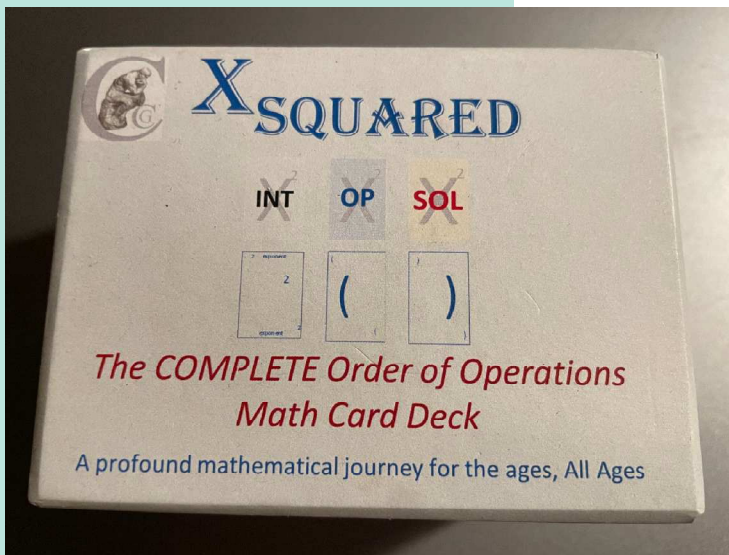
We are seeking not money, but a partner who shares our vision

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

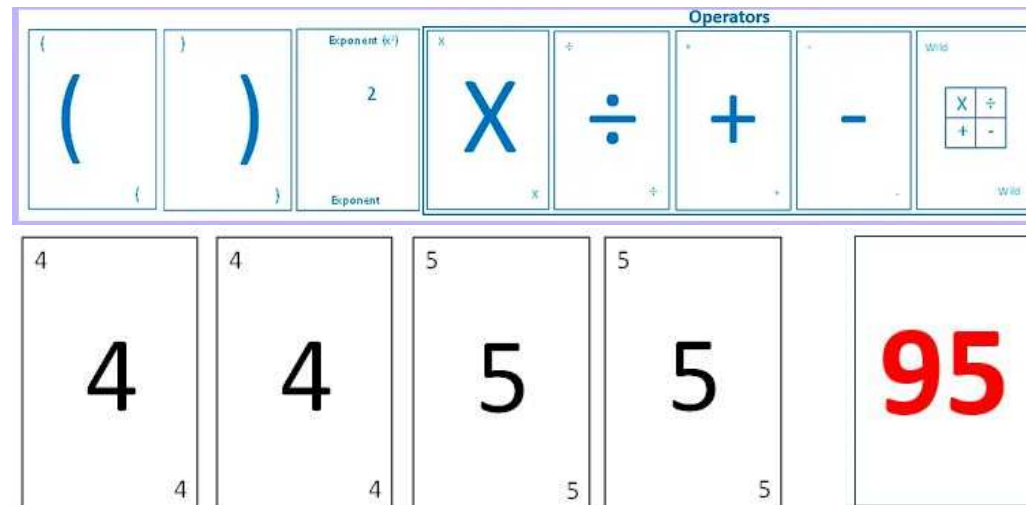


X-Squared Math Game

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.

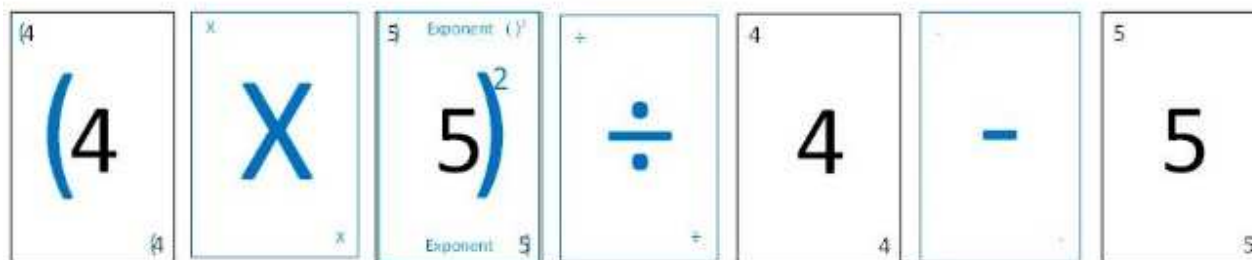
- MUST Comply with PEMDAS Rules
- NO Implied Multiplication
- NO Fractions
- NO Concatenating Integers



X-Squared Math Game

Level 4 Solution

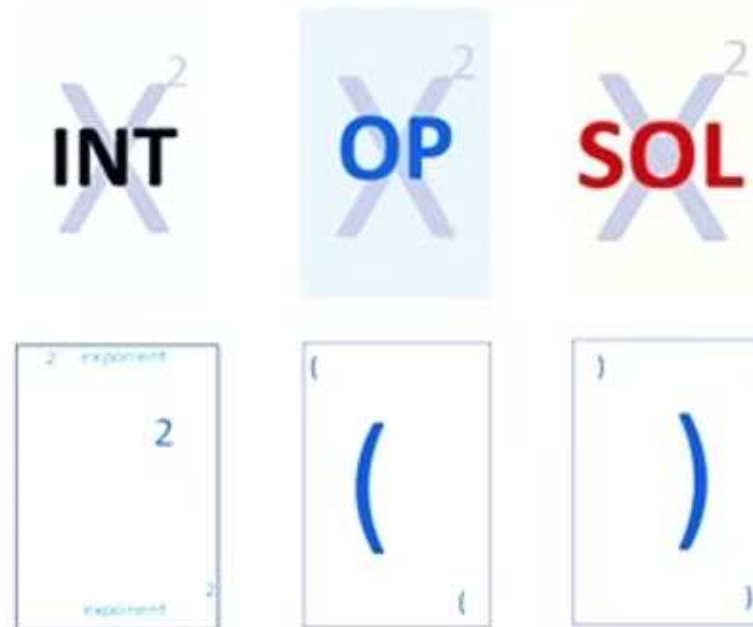
95



AGENDA

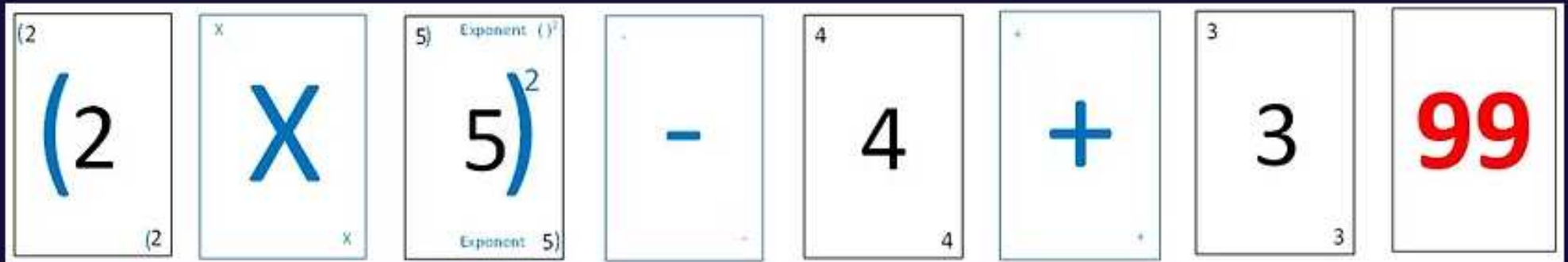
- ABOUT US
- PRODUCT OVERVIEW
- MARKET OVERVIEW
- GROWTH STRATEGY
- SUMMARY

X squared



The COMPLETE Order of Operations Card Game

X-Squared - THE MATH BRAIN GAME



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.

- Proprietary, Property of Cognitive Card Games LLC -



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

- Proprietary, Property of Cognitive Card Games LLC -

PRODUCT OVERVIEW

0	1	2	3	4	5	<u>6</u>	7	8	<u>9</u>
0	1	2	3	4	5	<u>6</u>	7	8	<u>9</u>
0	1	2	3	4	5	<u>6</u>	7	8	<u>9</u>
0	1	2	3	4	5	<u>6</u>	7	8	<u>9</u>

10	15	16	20	25	30	35	36
40	45	49	50	55	60	64	65
70	75	80	81	85	90	95	99

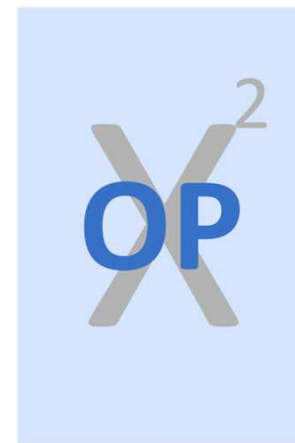
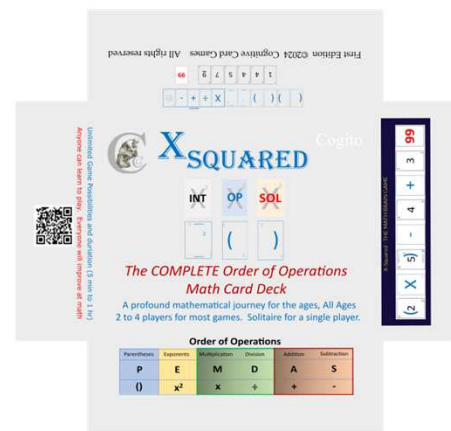
X	÷	+	-	Wild
X	÷	+	-	Wild
X	÷	+	-	Wild
X	÷	+	-	Wild

(	)	(	)	(	)	(	)
---	---	---	---	---	---	---	---

2	2	2	2
exponent	exponent	exponent	exponent

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PRODUCT DESIGN COMPLETE



Ready for Production

- Proprietary, Property of Cognitive Card Games LLC -

DIGITAL APP AVAILABLE

X-Squared Challenge Rules - Level 4

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. One set of Parentheses () and two second order (²) Exponents are optional.

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

Available Cards

Integer Cards

2 5 7 9

Operator Cards

+ - × ÷

Optional Cards

() ² 0²

Target Solution

75

Build Your Equation

Integer Operator Integer Operator Integer Operator Integer

Drag cards into slots. Click overlays to remove them.

Solution:

$7 + (5^2 + 9) \times 2 = 75$

This is one valid solution for this puzzle

Exit

Top Scores (All Levels)

1	PeterB Dec 20	23951	1
---	------------------	-------	---

New Game

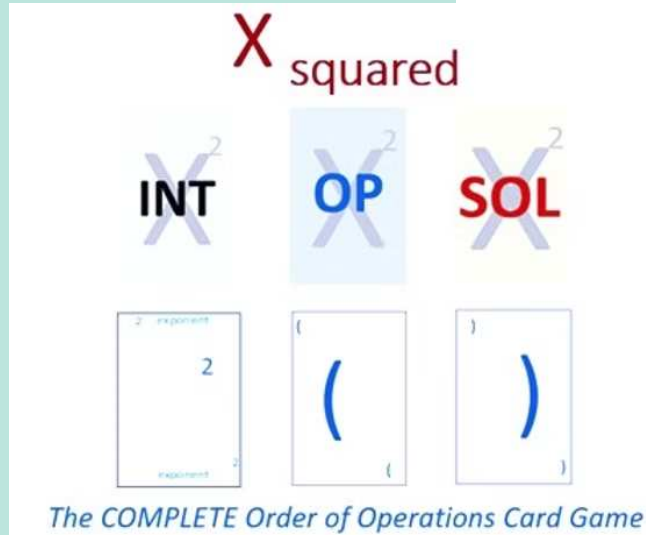
Show Solution

Submit

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

- Proprietary, Property of Cognitive Card Games LLC -



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

K-12 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:

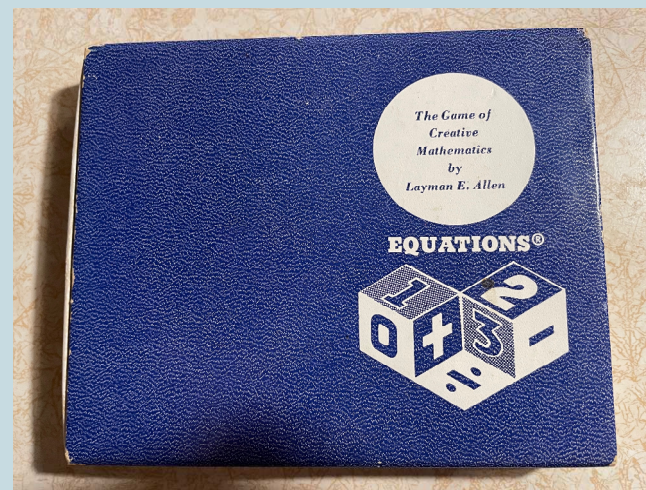
- Virtually no competition¹
- Product type currently non-existent
- Math card games do exist
- None pose a threat to X-Squared
- Copycats a realistic concern
- Scale up quickly to own the market

Strategy:

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

¹Equations 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



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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

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DAILY CHALLENGE

Peter Lakey's Post

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

Operations: () ! X ÷ + -

1 3 4 4 25

Marin-Bosa Poljakovic and Arun Palaniappan 3 comments

Like Comment Copy

Most relevant

Arun Palaniappan
 $3 \times (4 + 4) + 1^2 = 25$
10h Like Reply

Baiju S
 $4^2 + 3 \times (4 - 1)$
13h Like Reply

Marin-Bosa Poljakovic
 $(4 + 1)^2 \div (4 - 3) = 25$
 $4 \times 4 + 3^2 + 1 = 25$
13h Like Reply

Write a comment...

Peter Lakey's Post

- NO Concatenating Integers

Operations: () ! X ÷ + -

1 3 4 4 225

Marin-Bosa Poljakovic and Arun Palaniappan 3 comments

Like Comment Copy

Most relevant

Baiju S
 $(4 + 1)^2 \div (4 - 3) = 25$
13h Like Reply

Marin-Bosa Poljakovic
 $(4 \times 3 + 4 - 1)^2 = 225$
13h Like Reply

Arun Palaniappan
 $(4! / 4)^3 + 3^2 \times 1 = 225$
8h Like Reply

Write a comment...

Peter Lakey's Post

0 1 3 4 4 9 300

You can find this problem online by doing a search for X-Cubed Card Game

Arun Palaniappan 5 comments

Like Comment Copy

Most relevant

Arun Palaniappan
 $(4^3 + 9 \times 4 - 0^2) \times 3 / 1! = 300$
 $(4^3 - (3!)^2 + 0) \times 9 / (4 - 1) = 300$
1d Like Reply

Baiju S
Arun Palaniappan Second one answer is $4^3 + (3!)^2$
23h Like Reply

Arun Palaniappan
Baiju S Thank you..
 $(4^3 + (3!)^2 + 0) \times 9 / (4 - 1) = 300$
13h Like Reply

Reply to Baiju S...

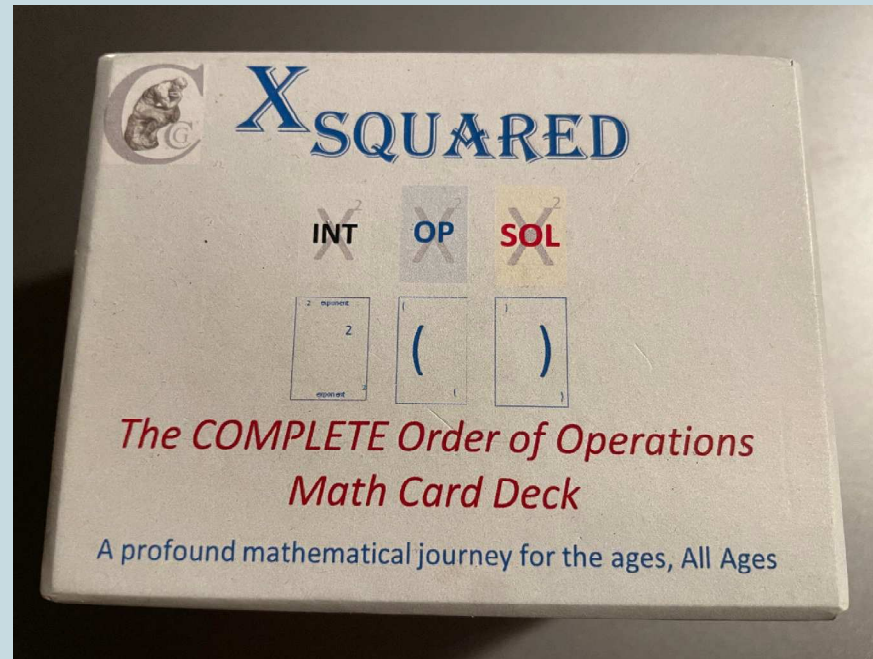
Baiju S
 $(4^3 + 9 \times 4 - 0^2) \times 3 / 1! = 300$
13h Like Reply

Write a comment...

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

- Proprietary, Property of Cognitive Card Games LLC -

PROTOTYPE SALES



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

DIGITAL APP

The screenshot shows a digital math puzzle app interface. On the left, there's a sidebar with 'Available Cards' including Integer Cards, Operator Cards, and Optional Cards. Below this is a 'Top Scores (All Levels)' section showing two players: PeterB with a score of 23951 and Baba O with a score of 8628. The main area features a 'Target Solution' of 25. Below that is a 'Build Your Equation' section with a sequence of slots containing the expression $(9 - 4)^2 + 0 \times 2 \div 6 \times 8$. A instruction below the slots says 'Drag cards into slots. Click overlays to remove them.' At the bottom, a 'Solution:' section displays the equation $2 - 9 + 0 \div 6 + 4 \times 8 = 25$ and states 'This is one valid solution for this puzzle'. An 'Exit' button is located in the top right of the solution section.

Available Cards

Integer Cards

Operator Cards

Optional Cards

[] ² ²

Target Solution

25

Build Your Equation

(9) - (4) ² + 0 × 2 ÷ 6 × 8

Drag cards into slots. Click overlays to remove them.

Solution:

2 - 9 + 0 ÷ 6 + 4 × 8 = 25

This is one valid solution for this puzzle

× Exit

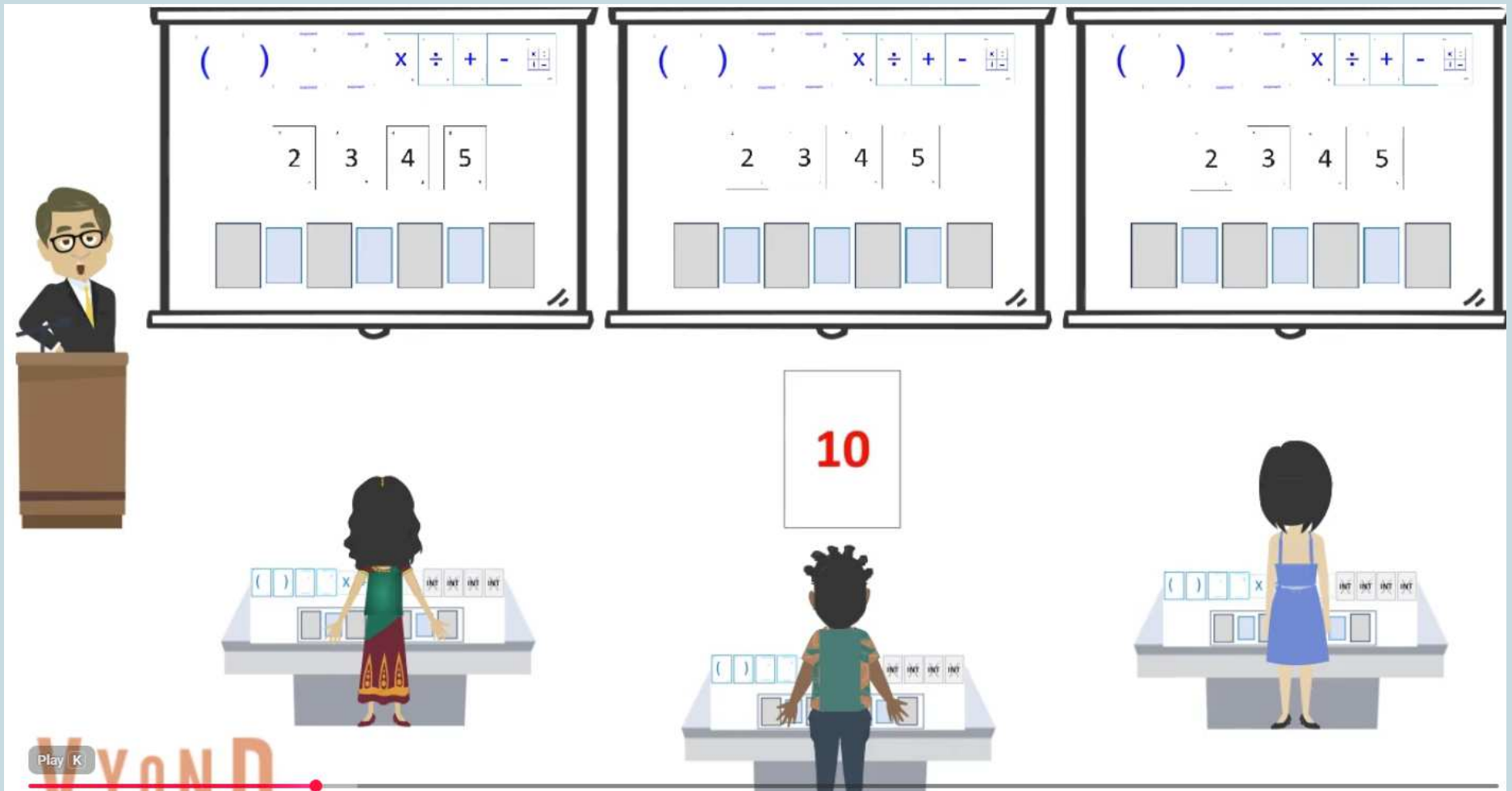
Top Scores (All Levels)

Rank	Player	Score	Date
1	PeterB	23951	Dec 20
2	Baba O	8628	Jan 18

- Once introduced participants have engaged freely

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PRODUCTION GAME SHOW



- Proprietary, Property of Cognitive Card Games LLC -

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	\$25,000,000	\$10,000,000	\$15,000,000 (\$5,000,000)

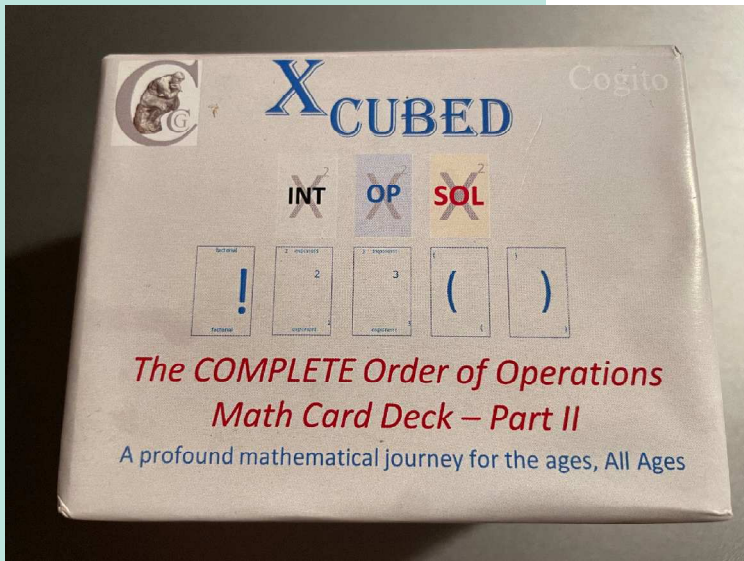
Expect 50 million units in circulation by 2040. This represents at least \$15M for the initial \$300K investment.

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.

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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

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