

ody-see.com Ltd

Executive Summary



Difference

We make the world's best games. They are created in New Zealand (manufactured in China). These are the only board games in the world we know of with patent protection, as well as the usual trademark and copyright intellectual safeguards. In an age where people are becoming more aware of the potential for 3D to excite and teach, our 3D version is the right product at the right time for education development. Our patent extends to a planned 3D electronic version, akin to gaming with *Google Earth*.

These unique games have been tested and developed with schools and adults for more than five years. Our products have been universally acclaimed at recent US trade shows (some reviews are on the company web site). Our games are actually a family of products, all complimenting each other to cover a wide market, from children as young as eight to adults of all backgrounds and the range includes economy low-cost versions that any family can afford. Each game version takes about 18 months to develop and thus far we have produced three: *Global*, *American* and *Ancient Ody-see*, so any world market is catered for by at least two versions. The next version is *Biblical Ody-see*.

It is not just the stunning visual appeal of the board and cards and the 3D feature that makes the games special: it is the game itself due to the strategy and interactive fun involved.

Company

OCL was incorporated on 6 August 2007 but the initial conceptual development company was first established on 8 September 2005, which began the formal testing that had been informally conducted over the previous year. OCL focused on the commercial launch product and thus the use of the company's web site address (URL) as the company name was viewed as an important marketing tool in itself. This business is ethically sound and brings many societal benefits.

Mission

To create a profitable and environmentally responsible company that creates the best environment for learning about the world and its people.

Vision

A world of greater understanding of our cultural and natural environment using the most innovative and popular educational games ever developed.

OCL owns all its own injection moulds, the film to print cards and other materials, and we have a reliable and tested manufacturer based in Ningbo, China that is well known to the company. OCL has no known debt, except of course to the founder shareholders of the company.

OCL shareholders include the senior management of [Explorer Graphics Ltd](#), one of the leading Geographic Information Systems New Zealand companies.

In December 2009 ody-seeusa.com was established. This is a new Texas-based company that seeks to focus solely on OCL products, distributing it across North America to schools, home schoolers, traditional 'brick and mortar' shops and by direct Internet sales. In the past the lack of a focused distributor had been a barrier to delivering our products to the marketplace and further exposure. Our business model allows an approved distributor to purchase product directly from our licensed manufacturer, and then OCL takes a royalty from the wholesale orders, to enable us to operate a potentially global business from the South Pacific or anywhere for that matter.

The Opportunity

The US games industry alone has a US\$22 billion turnover. In anyone's language that is a huge market. OCL games can be sold globally with little or no infrastructure in New Zealand. Apart from discretionary game development, intellectual property protection and marketing, OCL has no major daily running costs.

OCL exists to promote products in the travel and games industries. Although both of these industries are largely selling to people with discretionary income, this has not stopped the travel and games industries becoming two of the largest commercial sectors in any western economy. In particular, board games are continuing to grow in popularity, despite the presence of electronic games.

The recent economic downturn has not adversely affected the games industry because many people still purchase items that are viewed as cheaper home entertainment and educational products in particular are recession-resistant because of the value of these. In addition, any product that can find its way into schools has a strong economic market and each game at a school is seen by hundreds of students and educational professionals, thus becoming a turnkey marketing tool for the wider family market.

Never before has a game been designed to meet the needs of families, educators and individuals, which can traverse the cultural boundaries and teach people about the world and its people. In the global village that exists today, it is imperative that people understand other places and cultures. In the United States, many people are espousing family or religious values and these can be catered for within the many possible game versions.

Investment

OCL would be able to develop and protect its brands much more quickly if it had new investment. OCL is a small but professional group of people and it is now a good opportunity to bring some fresh thinking and investment into the company, just as the business is about to emerge onto the world stage. The minimum investment that would be considered by current shareholders is US\$65,000, but US\$150,000 would enable much more rapid growth to take advantage of the improving world economy and the global business opportunities.

More Information

The company web site <http://www.ody-see.com> contains videos, reviews, and more information about OCL and its products. The company Business Plan may be viewed by prospective investors in commercial confidence and we are happy to receive questions through the Chief Executive, Len Wicks (email len@ody-see.com).