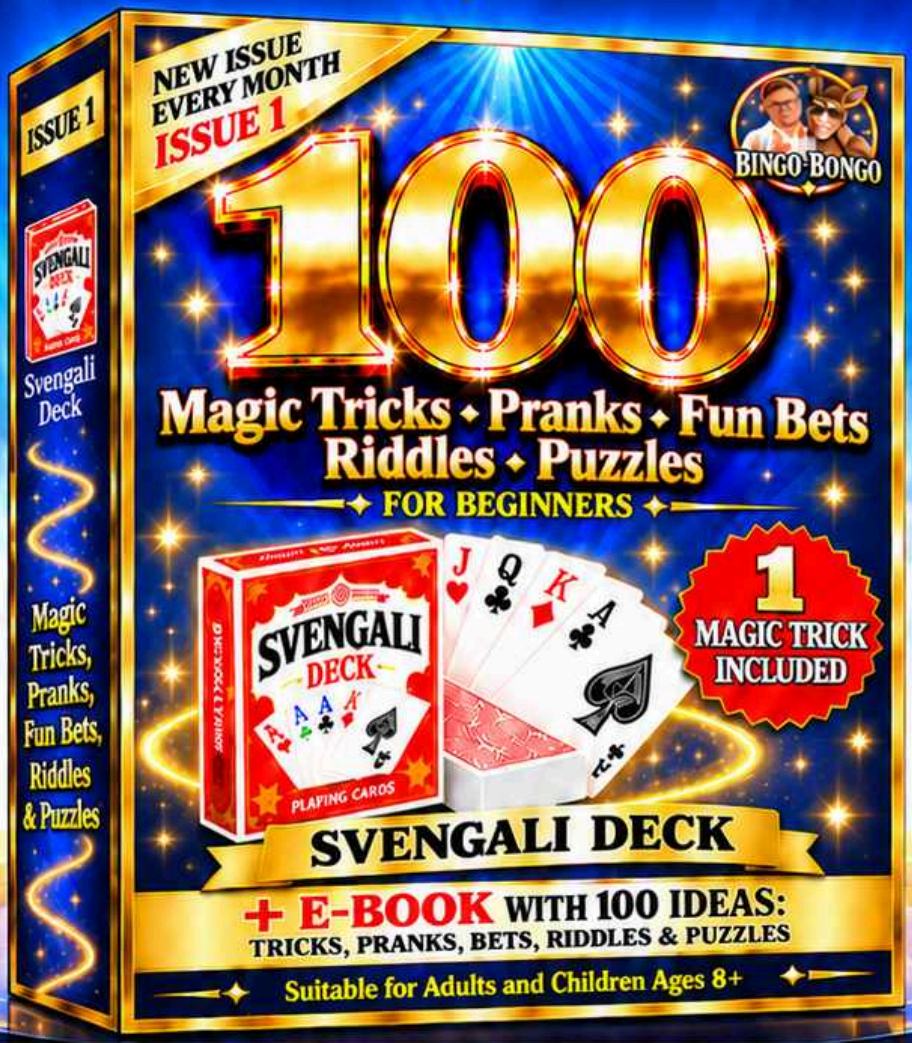
100 MAGIC TRICKS & MORE

A Monthly Retail Series
for the International Toy & Mass Market



EVERY ISSUE INCLUDES:



1 PHYSICAL MAGIC TRICK

A carefully selected trick in every issue.



200+ PAGE E-BOOK

100 Ideas: Tricks, Pranks, Bets, Riddles & Puzzles.



VIDEO TUTORIAL

For the Physical Magic Trick.

12 Issues per Year

Approx. **$9** Potential Retail Price

For Adults and Children Ages 8+

ISSUE #1 – FRONT OF PACK

Proposed Package Format: **A5 Portrait**

ISSUE 1



Svengali Deck

Magic Tricks, Pranks, Fun Bets, Riddles & Puzzles

NEW ISSUE EVERY MONTH

ISSUE 1



100

Magic Tricks ✦ Pranks ✦ Fun Bets Riddles ✦ Puzzles

FOR BEGINNERS



1 MAGIC TRICK INCLUDED

SVENGALI DECK

+ E-BOOK WITH 100 IDEAS:
TRICKS, PRANKS, BETS, RIDDLES & PUZZLES

Suitable for Adults and Children Ages 8+

ISSUE #1 – BACK OF PACK

Amaze Family and Friends!

1 MAGIC TRICK INCLUDED

Svengali Deck

Perform amazing card effects with this specially prepared deck. Easy to learn and perfect for beginners!



FREE VIDEO TUTORIAL



Free step-by-step video tutorial for the included magic trick!

E-BOOK

200+ PAGES

Most ideas use everyday items like cards & coins.

Scan the QR code inside for instant access.

Works on phone, tablet & computer.

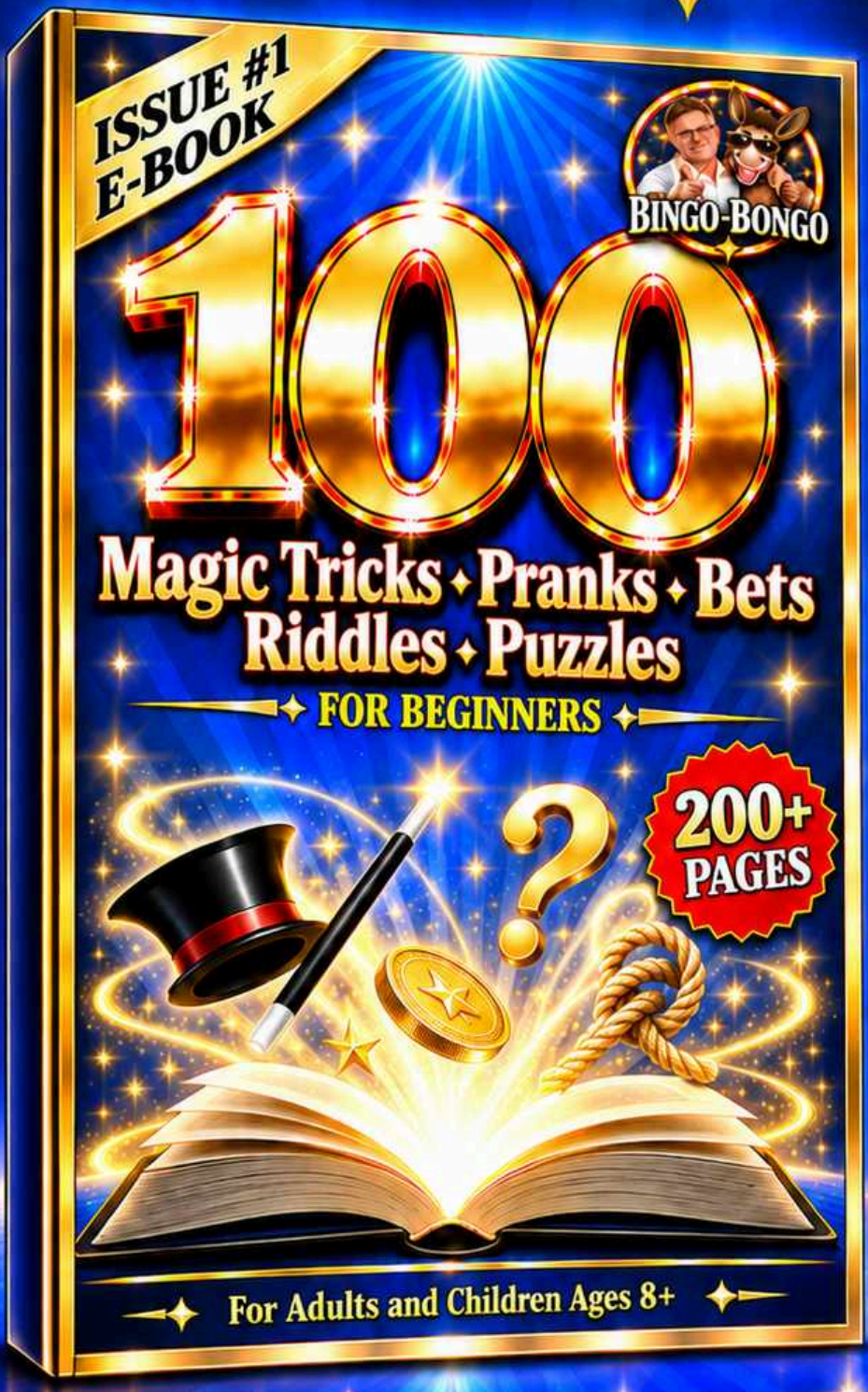


WARNING:
CHOKING HAZARD – Small parts.
Not for children under 3 yrs.

Made in China
Item No. BB1001

AGES 8+

100 IDEAS IN EVERY ISSUE



ISSUE #1 E-BOOK ALREADY COMPLETED

200+ PAGES

The Physical Magic Trick Is One of the 100 Ideas

Tricks • Pranks
Bets • Riddles
Puzzles

Video Tutorial for the Physical Magic Trick

Instant Access via QR Code

Works on phone, tablet & computer.

A NEW ISSUE EVERY MONTH

12 Standalone Retail Issues per Year















LOW PHYSICAL COST. STRONG RETAIL VALUE.

≈$1

TARGET COST OF PHYSICAL MAGIC TRICK



≈$9

POTENTIAL RETAIL PRICE

Many effective magic tricks can be manufactured at very low cost in large quantities – including specially printed card decks and other mass-production-friendly magic items.

ONE CORE CONCEPT – MULTIPLE MARKETS

1

IDENTICAL PHYSICAL CONTENT

Same physical content worldwide.



2

AI-ASSISTED LOCALIZATION + NATIVE-SPEAKER REVIEW

Digital content and packaging translated and adapted.



3

MULTIPLE INTERNATIONAL MARKETS

A few language versions can reach many markets.



EFFICIENT EXPANSION THROUGH LOCAL PARTNERS

For markets not served directly by the central international partner, the product can be distributed through local market partners with limited additional market-specific adaptation.

CENTRALLY DEVELOPED & PREPARED



Language-Independent Physical Content



E-Books



Video Tutorials



Localized Packaging Design

Selected language versions are developed in advance – including E-Books, video tutorials and ready-to-use packaging layouts.

LOCAL MARKET PARTNER



Market-Specific Regulatory & Retail Adjustments



Local Packaging Production

An Alternative Retail Format

More physical magic at a higher retail price point.



The core concept remains unchanged.
Only the physical format differs: five tricks instead of one, presented in an A5 landscape box.

Target Cost for 5 Physical Magic Tricks: approx. $2
(total for all 5 tricks combined)

Potential Retail Price: approx. $12.50

A Closer Look at the 5-Trick Box

Back, top and bottom views of the A5 landscape retail box.

Amaze Family and Friends!

ISSUE 1

5 MAGIC TRICKS INCLUDED



Svengali Deck

Perform amazing card effects with this specially prepared deck. Easy to learn and perfect for beginners!


Snap Tube


Mind-Reading Cube


Magic Number Cards


Money to Water



FREE VIDEO TUTORIALS

Step-by-step video tutorials for all 5 magic tricks!

E-BOOK

200+ PAGES



Most ideas use everyday items like cards & coins.

Scan the QR code inside for instant access. Works on phone, tablet & computer.

BINGO-BONGO

WARNING:
CHOKING HAZARD – Small parts. Not for children under 3 yrs.

Made in China

AGES 8+

Item No. BB1005

NEW ISSUE EVERY MONTH

ISSUE 1

Magic Tricks, Pranks, Fun Bets, Riddles & Puzzles

100 IDEAS: TRICKS • PRANKS • BETS • RIDDLES • PUZZLES

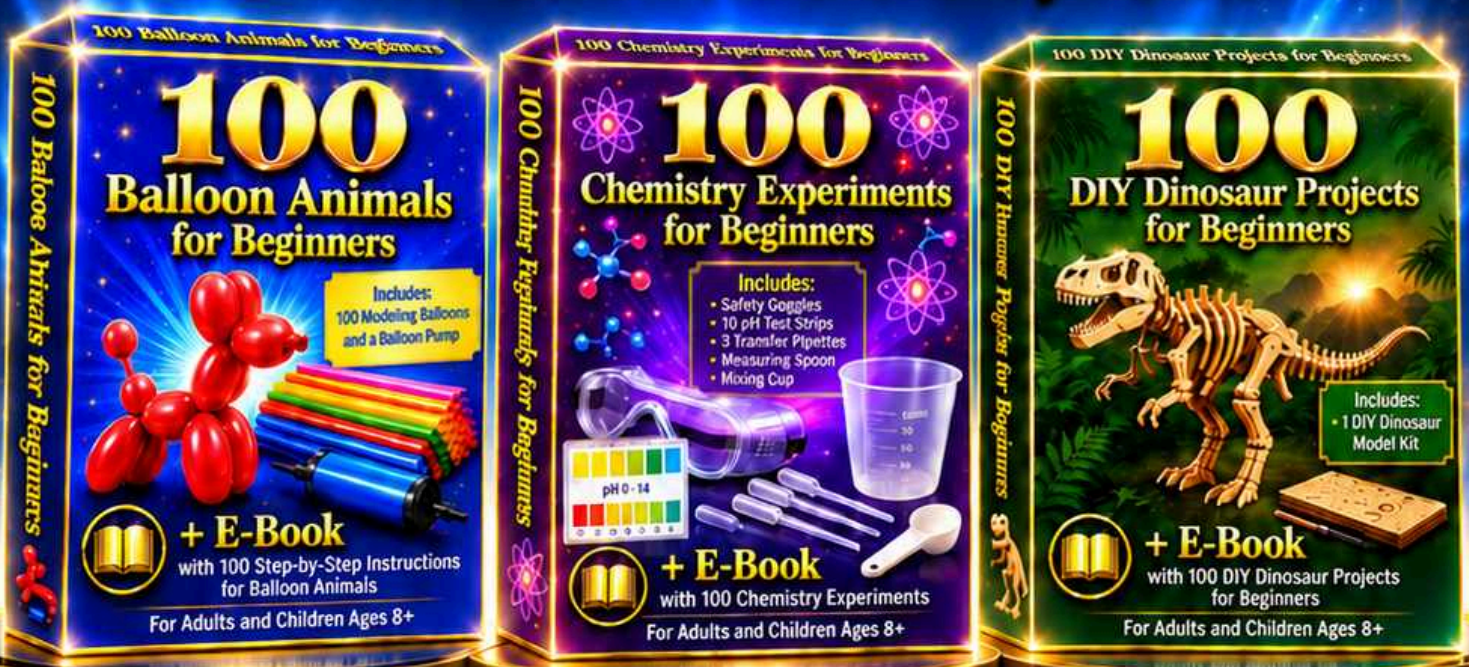
ISSUE 1

5 MAGIC TRICKS + E-BOOK + FREE VIDEO TUTORIALS

ISSUE 1

ONE FORMAT. COUNTLESS POSSIBILITIES.

The product concept can be adapted to hundreds of different themes and products.





A portfolio of **900** visualized product ideas is available after NDA.

CREATOR – DANIEL ULZEN

Professional magician since **1988** – around **3,000** live performances

Former consultant to **Revell** on Mystrix magic sets

Completed university-level teacher training (First State Examination)

Experienced in selecting and explaining magic tricks.

Creator of **100 MAGIC TRICKS & MORE,** including the completed 200+ page Issue #1 E-Book





PARTNERSHIP OPPORTUNITY



WHAT I BRING

- Original, scalable series concept
- Developed Issue #1 concept & 200+ page E-Book
- Concepts for future magic issues
- Ongoing responsibility for magic content, trick selection & instructional quality



WHAT I'M LOOKING FOR

- Product development & production readiness
- Safety compliance & manufacturing
- Retail access & international distribution
- Commercial scaling



AVAILABLE AFTER NDA

- Full 200+ Page Issue #1 E-Book
- Extended Pitch Presentation with Further Information
- PDF with 900 Visualized Product Ideas

LET'S BRING 100 MAGIC TRICKS & MORE TO MARKET WORLDWIDE.

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