

EXOCCELLEX

ROADMAP

SYNERGY INITIATIVE



Executive Document

LONG TERM STRATEGY ROADMAP

Created by: Jeremia Cercel

This document is regularly updated as necessary.

COMPANY MISSION

COMPANY VISION

Vision & Mission

The overarching vision of EXOCCELLEX STUDIOS CORP. is to raise capital, build brand awareness, and expand operations into large-budget video game development, film and show productions, consumer goods like electronics, and many more projects. We aim to provide societies with greater opportunities and offer individuals the chance to build their portfolios with us. Above all, we prioritize our consumers and collaborators, ensuring they come first, before the company itself.

We are more than just a for-profit business; we are a people-first corporation.
- Jeremia Cercel

Instead of focusing solely on profit, we aim to build a company centered around people and their well-being. Our goal is to enhance the lives of our employees, collaborators, and investors, ensuring that everyone understands why putting people first is our core principle.

Company's Values:

Core Value → People First

- Passion
- Respect
- Innovation
- Organization
- Responsibility
- Integrity
- Transparency
- Optimity

PRIORITY:

Our goal is to build a company where employees are treated fairly, recognized for their contributions, and have a meaningful voice in projects. We aim to create a workspace that supports their pace, prioritizing comfort, well-being, and enjoyment. When we build a studio, it will be designed with our team in mind—featuring chef-led cafeterias, high-end workstations, gyms, mentorship programs, lounges, and more—to ensure they feel valued and can thrive in what they love doing.

For consumers, we focus on long-lasting, high-quality products and services—designed to be easily upgradable. Instead of buying multiple generations, customers can upgrade components as they choose, saving money while keeping their original product. For example, with our headsets, users can replace parts like the earpads, microphone, shell, and more, ensuring longevity, accessibility, and consumer savings.

SYNERGY INITIATIVE



Founders - Jeremia Cercel

Current Leader - Jeremia Cercel

Purpose - Plan, organize, manage, & develop Synergy Initiative Divisions.

COLLABORATION DIVISION



Founders - Jeremia Cercel

Current Leader - Jeremia Cercel

Purpose - Leverage the community to collaborate on company projects aimed to expand operations.
(Capital, Brand Awareness, Etc.)

Synergy Initiative - Collaboration Division - Summary

Our company will utilize Discord for organizing, planning, hiring, managing, and developing each product and service. This platform ensures easy access for anyone internationally to join and get started seamlessly.

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Job Boards



MPBS

Merit-Point-Based-System



Collaboration Division



Project Development



Company & Collaborator
Return on Investment (ROI)

(MPBSA)

Merit-Point-Based-System
Collaboration Agreement



SMALL PROJECTS

Raising Capital for Our Mid-Sized Project

Our studio will begin with small projects to generate initial capital, gradually scaling to mid-sized and eventually larger projects. This growth will enable us to give more to the community through our services and products while allowing both in-house and remote digital workers to join us in our conquest of innovation. With quality, accessibility, and renown at the core of our creations, we aim to leave a lasting impact.

As we develop these smaller projects, our goal is to build community support and increase brand awareness. While there are many possible paths forward, we plan to focus our initial efforts on product-based projects—ranging from board games to creative educational manuals and beyond—to expand our horizons.

CURRENT SMALL PROJECTS

Red = Inactive

Green = In Development

Current Projects In Development

→ Collaborators are in the pre-development phase (currently selecting the initial project to begin).

Inactive Projects

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Company & Collaborator
Return on Investment (ROI)

(MPBSCA)
Merit-Point-Based-System
Collaboration Agreement



EXOCELLEX STUDIO
Construction.

In-House - Hybrid - Remote
work becomes available.



Project Development :
Products & Services



Company & Collaborator
Return on Investment (ROI)

(MPBSCA)
Merit-Point-Based-System
Collaboration Agreement

MID-SIZED PROJECTS

Raising Capital for Our Mid-Sized Project

As our studio allocates more capital toward mid-sized projects, we will begin scaling up to this milestone. With these projects, we can bring in more digital collaborators and expand in-house work, creating job opportunities and delivering products and services to our community and other businesses.

The community will truly understand what we mean by renowned products, high-quality productions (Eg. video games), and accessible customer service. We don't aim to be just another studio with an idea or product. Instead, we want to be the studio the community can rely on once our products are released—a studio that puts the consumer first.

As we begin with humble roots, we ask our community for patience and support until we reach the stage of our mid-sized projects.

CURRENT MID-SIZED PROJECTS

Red = Inactive

Green = In Development

Current Projects In Development

→ None (Incomplete Phase 1 : Small Projects)

Inactive Projects

- Product: UH-1 Headset (First Electronic Product)
- Electronics (e.g., smart devices, accessories)
- 3D & VFX Services for Independent Studios
- Lower-Budget Films & Shows
- Lower-Budget Video Games

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Company & Collaborator
Return on Investment (ROI)

(MPBSCA)
Merit-Point-Based-System
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Triple Development &
Production Projects

Expanding job
opportunities and
maximizing return on
investment (ROI)



EXOCCELLEX
STUDIOS CORP.



Established Studio

Ongoing studio expansions
across North America with a
focus on larger budget
projects

LARGE PROJECTS

Capital for Large Projects

Our studio will begin with small projects to generate initial capital, gradually scaling to mid-sized and eventually larger projects. This growth will enable us to give more to the community through our services and products while allowing both in-house and remote digital workers to join us in our conquest of innovation.

Once we achieve success with our small and mid-sized projects, the capital gains will open the door to our true beginnings. The company will offer high-end products and services, always keeping the focus on people first.

Our goal isn't just to create products and services; we aim to build a **renowned brand**.

CURRENT LARGE PROJECTS

Red = Inactive

Green = In Development

Current Projects In Development

→ None (Incomplete Phase 1 & 2: Small & Mid-Sized Projects)

Inactive Projects

- Land Conquest - Triple-A Video Game
- Large-Budget Films and Shows (e.g., Feature Films, TV Series)
- Music Albums with Major Artists
- Major Infrastructure Developments
- Etc.

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(MPBS) Example

(MPBS)
Agreement



Collaborator
accepts (MPBS)
agreement.



Collaborator
completed tasks.



Collaborator
receives Merit Points
1,750 Merit Points



Collaborator
receives Product or
Service Shares
3.07% Shares



Collaborator
receives profit (ROI)
of Product or Service
Shares.



MPBS COLLABORATION

Merit-Point-Based-System Collaboration Agreement

Our company will provide work opportunities through a Merit-Point-Based-System (MPBS). This means that if you're interested in joining our team and earning a share of the profits from our projects, you can review our agreements to determine if they align with your goals.

Available positions span a wide range of fields, including financial advisors, lawyers, historians, artists, programmers, and musical composers—among all others.

For more details, refer to the **Merit-Point-Based-System (MPBS) Collaboration Agreement**. You can review the full agreement to determine if joining the team aligns with your goals.

The **MPBS Collaboration Agreement** is available once emailed to you along with the recruitment package after you complete the online Google Form **Collaboration Division Application Form (CDAF)** found on our website landing page.



HOW MPBS WORKS

Collaboration Division - Discord Hub

How Does the MPBS Work?

The Merit-Point-Based System (MPBS) rewards digital collaborators based on their contributions during project development. The more you contribute, the more merit points you earn. Rather than receiving a traditional salary, collaborators join on a voluntary basis in exchange for shares, with the flexibility to complete tasks at their own pace and without strict deadlines.

Once a product or service is fully developed and launched, collaborators will receive a share of the profits. After revenue generation, a portion of the profits from that product or service will be distributed among collaborators based on their earned merit points.

Each collaborator can choose which project to join and begin working remotely through our Discord **Collaboration Division Server**, or they may opt to work in-house at one of our studios, when available. Merit points function like shares in the product or service, similar to stock options, and are legally binding under our **Merit-Point-Based-System (MPBS) Collaboration Agreement**.

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(MPBS)
Agreement



Collaborator
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CONTINUED



MPBS COLLABORATION

Merit-Point-Based-System Breakdown

The Merit-Point-Based System (MBPS) rewards digital collaborators with shares in a project based on their contributions, rather than paying a salary or wages. Collaborators join without upfront payment, earn merit points for their work, and receive a portion of the project's profits after launch, proportional to their merit points.

Here's a more detailed breakdown:

Share Based, No Salary:

Collaborators join projects without receiving a salary, weekly, or monthly pay. Instead, they earn merit points for their contributions.

Merit Points as Shares:

These merit points function similarly to stock options, representing a stake in the project's success.

Profit Sharing:

Once the project is launched and generates revenue, collaborators receive a share of the profits based on their earned merit points.

Flexible Collaboration:

Collaborators can join projects remotely through a Discord server or work in-house at available studios.

Legally Binding Agreement:

The MBPS operates under a legally binding Merit-Point-Based-System (MPBS) Collaboration Agreement.

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COLLABORATION DIVISION REQUIREMENTS

Requirements to Join:

- Must be 19+ years of age.
- Resume with **(non-mandatory post-secondary education)** or a portfolio.
- Own hardware suited to your role if needed (e.g. render-capable device, storage, etc.)
- Must download, register and join our Discord **Collaboration Division Server**

Apply using our **Collaboration Division Application Form (CDAF)** online at **EXOCELLEX.COM**.

After Acceptance:

Once approved, you'll receive an email with a link to review and sign the **MERIT-POINT-BASED-SYSTEM (MPBSA) COLLABORATION AGREEMENT**. Once you're finished, join our Discord server to stay connected and an admin will unlock your role-specific channels so you can start selecting tasks to begin work. Before full access to the discord channels, you'll only see the welcome channels.

Hardware & Software:

Your role within the company determines the hardware and software requirements necessary to ensure smooth performance and compatibility.

Example Roles:

Eg.1 – Remote 3D Artist

- Must have personal hardware capable of efficiently creating and developing 3D assets.

Eg.2 – Corporate Lawyer

No specific hardware or software requirements beyond the basic tools needed for drafting, editing, and reviewing legal documents.

Example Recommended setup:

- Windows PC
- Minimum 2.5GHz 6-core CPU
- 16GB RAM
- NVIDIA GPU with at least 6GB VRAM
- Drawing tablet
- Relevant 3D software installed
- Etc.

If your current setup allows you to complete your assigned tasks effectively, it is **considered acceptable**.

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COLLABORATION DIVISION EXTRA INFORMATION

Main Role Categories (Subcategories are NOT listed for simplicity):

- Lead (Operations) Team
- Financial Team
- Law Team
- VFX & Art Team
- SFX Team
- IT Team
- Marketing & PR Team
- Human Resources Team
- Research & Development Team
- Manufacturing, Supply Chain, Logistics & Distribution Team

This section on role categories provides an overview of how each project will be structured during development.

Project Management Tools:

Each project will integrate project management tools like Trello, Notion, or Jira with Discord to track tasks, progress, and deadlines.

Regular update meetings:

(Collaboration Division Discord Server- "Board Room" Channel) to keep everyone aligned on project milestones.

Mentorship and Feedback:

The company will offer feedback channels for collaborators to receive guidance and support, fostering a collaborative culture.

Collaborator Recognition & Rewards:

A system to acknowledge and reward top collaborators, whether through recognition on Discord, bonuses, or merit-based rewards.

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DEVELOPMENT LIFECYCLE

Product and Service Development Lifecycle

Ideation:

- Brainstorming and concept development.
- Identifying market needs and opportunities.
- Defining the product/service vision and goals.

Prototyping:

- Creating initial product prototypes or service models
- Refining the concept based on feedback and testing.
- Gathering input from key stakeholders and collaborators.

Development:

- Finalizing product/service design.
- Developing detailed specifications and features.
- Creating user interfaces, graphics, and visuals (for digital products).

Testing:

- Conducting internal and external testing (e.g., alpha/beta testing).
- Collecting feedback on functionality, usability, and performance.
- Iterating on design and features based on test results.

Marketing:

- Building a marketing strategy and plan.
- Creating promotional materials (e.g., website, videos, social media campaigns)
- Engaging with the target audience through teasers, ads, and partnerships.

Launch:

- Preparing the product/service for public release.
- Executing launch events or campaigns.
- Ensuring distribution channels and customer support are in place.

Post-Launch:

- Monitoring user feedback and performance.
- Addressing any post-launch issues or updates.
- Continuing marketing efforts and customer engagement.

On-going:

- Collaborator HR & Management.
- Feedback-Driven Culture.
- Customizing Work Environments.
- Remote Work Flexibility.
- In-House Collaboration.

This ensures our collaborators thrive throughout the process.

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COLLABORATOR TYPES

Collaboration Structures

These roles could include software engineers, 3D modelers, animators, writers, designers, etc.

Choose a designation:

Remote (**Available**)-

Collaborators perform their tasks from locations outside of a traditional office environment, typically from their homes or other remote spaces. This setup allows for flexibility in scheduling and work-life balance while maintaining communication and collaboration through digital tools.

In-house (**Unavailable**) -

In-house collaboration refers to a work arrangement where collaborators work on-site at the company's physical location or office. This model emphasizes direct, face-to-face collaboration, allowing for more immediate communication and teamwork, with less reliance on digital tools compared to remote or hybrid setups.

Hybrid (**Unavailable**) -

Hybrid work is a flexible work model that combines both remote and in-house work. Collaborators split their time between working from home and being physically present in the office or other designated spaces. This model provides flexibility while also fostering in-person collaboration for certain tasks or meetings.

Once our company raises capital through various project ventures, we will build studios across North America, offering in-house collaborators amenities like cafeterias, high-end workstations, and more.

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FINANCIAL DIVISION



Founders - Chisom Enebe, Jeremia Cercel

Current Leader - Jeremia Cercel

Purpose - The purpose of the Financial Division is to manage and oversee the company's financial planning, Capital allocation, investment strategies, and revenue generation to ensure sustainable growth and profitability.



FUNDING STRATEGY

Scalable Capital Model

Funding for each project phase (small, mid-sized, and large) will be secured through a combination of investor contributions, crowdfunding, and revenue from completed projects. Small projects will be funded primarily through crowdfunding and early investor support, while mid-sized and large projects will rely on a mix of continued investor contributions, revenue reinvestment, and strategic partnerships to scale and expand operations. This diversified funding approach ensures steady growth and sustainability across all project phases.

Collaborators can invest in specific projects by contributing capital, with clear terms outlining investment amounts, expected returns, and involvement in project milestones. This offers them a direct stake in the success of projects and a share in the profits.

Collaboration with Investors & Community (N/A):

Investors can participate in project development by contributing capital, receiving regular updates, and reviewing progress through transparent reports like our **LEDGER** and meetings, ensuring they stay informed and engaged throughout the process while we the company remain transparent with the community.

We will run VC campaigns by targeting strategic investors for side projects, hence the Financial Division. These campaigns will focus on showcasing project potential, outlining funding needs, and offering attractive returns, while providing regular updates to keep investors engaged and informed.

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LEGAL DIVISION



Founders - Chisom Enebe, Jeremia Cercel

Current Leader - Chisom Enebe

Purpose - The Legal Division exists to safeguard the company and its collaborators by managing contracts, intellectual property, compliance, and overall legal risk.



RISK MANAGEMENT

Risk Management & Legal Considerations

Manages legal risks, intellectual property, contracts, delays, and agreements while overseeing partnerships, licensing, and necessary insurance.

At EXOCELLEX, we've legally incorporated the Merit-Point-Based System (MPBS) to ensure that every collaborator's contributions are formally recognized and rewarded. Your efforts are protected through a legally binding agreement that outlines how merit points translate into profit shares. In addition, all submitted work and personal files are securely stored and handled with strict confidentiality, ensuring your data and contributions remain safe and protected at all times.

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ENGAGEMENT DIVISION



Founders - Shelby Pfeiffer, Jeremia Cercel

Current Leader - Shelby Pfeiffer

Purpose - The purpose of the Engagement Division is to foster a supportive and collaborative environment, ensuring employee wellbeing, effective marketing, and strong community engagement while nurturing talent and building lasting relationships.



BRANDING STRATEGY

Marketing & Branding Strategy

Focuses on growing the Exocellex brand through social media, strategic partnerships, and compelling storytelling. Each project will have a tailored marketing plan—targeting specific communities like gamers or film enthusiasts—while collaborations with influencers and consistent outreach across platforms like Instagram and TikTok help amplify reach and engagement.



ETHICAL PRACTICES

Ethical Collaboration & Community Values

At EXOCELLEX, we believe in more than just productivity—we believe in people. Our commitment to ethical practices ensures that every collaborator is treated with respect, transparency, and fairness. We strive to foster a space where meaningful relationships can grow, not just tasks completed.

By recognizing each individual's contributions through our MPBS, maintaining open communication, and upholding trust through clear agreements and secure data practices, we aim to build a genuine sense of community. Collaborators aren't just workers—they're valued co-creators in shaping the future of EXOCELLEX.

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TALENT ACQUISITION

Talent Acquisition Strategy

Attracting and Retaining Top Talent:

At EXOCELLEX STUDIOS CORP., we focus on attracting and retaining top talent by creating a supportive and growth-oriented environment. Our Merit-Point-Based System (MPBS) rewards collaborators for their contributions with tangible incentives, such as bonuses and leadership opportunities. We will offer professional development through mentorship, skill-building programs, and internal career advancement.

We support work-life balance through flexible options like remote and hybrid work, along with in-house perks such as cafeterias and lounges.

Beyond traditional recruitment channels like Indeed, we actively reach out to industry communities on platforms such as Discord, LinkedIn, and through industry events or educational institutions. This enables us to connect with a diverse pool of talent who align with our values and mission.

By combining these strategies, we ensure that top talent is not only attracted but also supported and motivated to grow with us.



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Earn Merit Points



Collaborator
receives Merit Points
1,750 Merit Points



Collaborator
receives Product or
Service Shares
3.07% Shares



Collaborator
receives profit (ROI)
of Product or Service
Shares.



Revenue is deposited
annually into
collaborators' bank
accounts based on
the merit points they
have earned.

**Even if they decide
to stop working.**



PAYMENT STRUCTURE **EXAMPLE** PROJECT

Collaborator Compensation Structure – Merit Point System

REVENUE EXAMPLE PER EPISODE (BASED ON INDUSTRY STANDARDS)

Inspired by shows like **Rick and Morty**

Gross Revenue per Episode: \$1,500,000

Net Profit (after expenses): \$1,200,000

Company Keeps 51% = \$612,000 (Allocated toward developing higher-budget projects.)

Collaborators Split 49% = \$588,000

100 collaborators share profit based on Merit Points

SAMPLE EARNINGS PER EPISODE

Merit Points	% Share	Earnings Per Episode
500 MPs	0.5%	\$2,940
1,200 MPs	1.2%	\$7,056
2,000 MPs	2.0%	\$11,760
5,000 MPs	5.0%	\$29,400
10,000 MPs	10.0%	\$58,800

ANNUAL POTENTIAL (20 EPISODES)

Earnings scale with episode count. At 2,000 MPs:

\$11,760 × 20 episodes = \$235,200/year

FULL SEASON EXAMPLE (27 EPISODES)

\$588,000 × 27 = \$15,876,000 shared among collaborators

At 2% share = \$317,520 for the season

PASSIVE INCOME POTENTIAL – ONE EPISODE OVER TIME

Assuming one episode continues to generate \$1.5M per year for 10 years:

Total Net Profit: \$12,000,000

Collaborator Pool (49%): \$5,880,000

At 2% Merit Share = \$117,600 over 10 years

At 5% Merit Share = \$294,000 over 10 years

KEY BENEFITS

No deadlines — work when you can

No salary cap — unlimited earning potential

Passive income — earn for years from a single contribution

Scalable — the more you contribute, the more you earn

If you earn 1,000 merit points, you secure a share of ongoing profits for years—without needing to work on the show again. Your contribution rewards you with lasting, passive income tied to the project's success.

In simple terms, you earn merit points that represent a permanent share in the show's profits. You can choose to work more to increase your points or simply earn passive income over time at your own pace.

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We look forward to welcoming
you into the journey.



Visit Exoccellex.com

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Become part of the team

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