



LUMIII™

WEB3 ECOSYSTEM



COMMAND PAPER





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EXECUTIVE SUMMARY



Lumiii™ provides entertainment, gaming, education, and easy-to-access decentralized finance for families through our ecosystem, built around our tween anime brand The Secret Order of Lumiiiis™. Lumiii uses interactive storytelling, learn-to-earn gaming, and DeFi to build the next generations of skilled and conscientious people.

Lumiii is the bridge that brings people into the new Web3 world. It incentivizes users to learn Web3 essentials, the UN’s Sustainable Development Goals (UN SDGs) and the World Economic Forum’s 2025 needed job skills, by rewarding them with the most exclusive entertainment brand products.



Phase One of Lumiii is short-form digital and TV media, physical and digital gaming, and a learn-to-earn platform that rewards users with entertainment brand prizes.



is a tween anime series



is a physical and digital trading card fighting game



is skills training with entertainment brand rewards

Phase Two of Lumiii is CPG (toys, clothing, stationary) and NFTs (PFP, Music, Gaming)



are limited edition PFP & Music NFT collections



is an easy-access DeFi platform for families

Phase Three of Lumiii is AR & VR platforms and a next-generation, family-friendly decentralized exchange.



is a set of AR and VR platforms where big brands offer exclusive products and experiences while fulfilling their ESG goals inside the Metaverse



is the currency and governance token that powers all of it.

Lumiii takes the best elements of Web3 and brings them together into one cohesive story and experience, designed to onboard new generations into the information age and set them up for success. Lumiii is the gateway into a new way of life.

A WORD FROM THE LUMIII™ CREATOR



I came up with Lumiii for my kids. During our time together, we didn't have any cartoons or games that would make us laugh hysterically while showing us a thing or two about the world. As a dad, I wanted my kids to know what was happening out there: The exploitation... the injustices... and the ridiculous things that us dingles do every day. So, being the storyteller, artist, and comic that I am, I created a storyworld for them that opened their eyes and made them laugh – a lot! And now, it's for everyone.

Lumiii is open and fun. Every product and service: The anime, games, toys, and platforms – learn-to-earn, AR/VR, and family DeFi – all of it. We live in a time when the ways we laugh, play, learn, earn, and give are all coming together. The paradigm has shifted in a massive way. Lumiii is on the wave of that shift.

The vision is Lumiii as a hundred-year brand, building the next generations of skilled and conscientious people. We're banking the un-bankable and training the untrainable people of the world with Lumiii – all while serving the fandom of our spectacular storyworld.

We understand the power of fun, drama, challenge, and rewards – and we're using it to help everyone level up their lives. United Nations Sustainability awareness, future-needed job skills from the World Economic Forum, Web3 essentials, and so much more – all trojan-horsed by an anime experience with the makings of a cult classic, crafted by some of the best storytellers in the world.

It all started as a story I created for the kids, and with the talent of our world-class team, Lumiii has become so much more.

Thank you for seeing our vision and being a part of Lumiii.

Sincerely,

Ali Badshah
Co-founder & CEO, Secret Pirates
Creator of Lumiii



PROBLEM

**THE WORLD IS A SCARY PLACE
FOR FAMILIES.
CRYPTO AND WEB3 HAVE
MADE IT SCARIER.**



**NO ACCESS.
NO GUIDANCE.**

Entering the world of crypto and Web3 is a daunting task for anyone. It is especially challenging for families, as the barriers to entry are significant. Currently, there are no onboarding resources for families in Web3. Problematic, considering that only 49% of parents discuss cryptocurrencies & Web3 with their children, while over 85% of children ask their parents for financial advice, as noted in the *14th Annual Parents, Kids and Money Survey (2022)*.

Successfully navigating and using Self Sovereign Identity (SSI), decentralized finance, and Web3 as a whole, is a vital set of skills for all people to master in the new world. Family access and guidance in Web3 is critical.

NO FAMILY ENGAGEMENT.

There are currently zero co-engagement experiences for families in Web3. “Creating Children’s Content is the Secret Goldmine of 2022” according to *Entrepreneur*, and even more so for content targeting tweens and parents – the most underserved market segment in the children’s content space. Parents already struggle to find digital experiences to enjoy with their tween children in the traditional Web2 space. Web3 presents an even bigger struggle for them. There is currently nothing in the Web3 space that genuinely entertains and enlightens families.



PROBLEM



NO GAMIFIED EDUCATION.

Two of the most critical subjects for the world, sustainability and future-needed job skills, currently have zero gamified resources. The global academic consensus is that gamification drives engagement and reduces attrition of students, and that gamification is the future of all education. The fact that there are no gamified resources on sustainability awareness or future job skills – key areas that both the United Nations and World Economic Forum are stressing for our collective survival – is a significant problem that needs to be addressed immediately.

NO TEACHING PLATFORMS FOR ENTERTAINMENT BRANDS.

The moment an entertainment brand pivots and tries to teach, their engagement tanks and their brand value diminishes. There's a reason why Pokemon and Adventure Time are not educational – because, if they were, no one would watch. “Edutainment” only works with very young children. Tweens, teens, adults... none of them actively engage with edutainment properties.

Entertainment brands would love to educate their audiences in significant ways, without negatively impacting their respective IPs, but currently have no options.

NO IMPACTFUL WEB3 ESG OPTIONS FOR CORPORATIONS.

According to “ESG and The Cost of Money”, a 2020 study conducted by MSCI Research, one out of every three dollars under professional management in the US (\$17.1 Trillion) was managed according to sustainability metrics. The study also found that corporations with poor ESG scores have a 10% higher cost of capital. Now, more than ever, corporations understand the value of their ESG dollars and are actively seeking impactful opportunities to invest and, in turn, have a positive result on their bottom lines. The problem is that, in Web3, they have no viable options.



SOLUTION



**LUMIII IS THE BRIDGE
INTO THE
NEW WEB3 WORLD!**



LUMIII PROVIDES FULL ACCESS & GUIDANCE.

Lumiii is a 360 ecosystem that onboards families into Web3. It bridges the knowledge gap and provides access for tweens and parents on SSI, crypto, DeFi, and all things Web3 through its cohesive mix of interactive touchpoints – content, products, platforms, and experiences.

LUMIII IS FULL FAMILY ENGAGEMENT.

Lumiii entertains families through its original anime comedy series *The Secret Order of Lumiiis™* and its physical & digital trading card game *LumiiiFantasy*, as it educates and rewards through its learn-to-earn platform *LumiiiAcademy*.

In later phases, Lumiii expands its physical and digital offerings, and then ultimately guides families through the *LumiiiVerse*, a collection of AR & VR platforms, while banking people through *LumiiiSwap*, an easy-to-access decentralized financial platform for families – serving a market category that we call *FamFi*. Lumiii provides full family engagement in all major facets of the new digital life.

LUMIII DELIVERS FREE GAMIFIED EDUCATION.

Lumiii gamifies all 17 of the UN SDGs, along with Web3 essentials and future-needed job skills as highlighted by the World Economic Forum, on its free learn-to-earn platform *LumiiiAcademy*; and through its partnership with *UCL EdTech Labs (University College London)* and their portfolio companies, Lumiii will be delivering this free gamified education to school boards, educators, and over 10M students globally. Best of all, students completing this gamified education will earn digital rewards from the world’s best entertainment brands starting with Lumiii.



LUMIII PROVIDES A LEARN-TO-EARN PLATFORM FOR ENTERTAINMENT BRANDS.

Lumiii, through its learn-to-earn platform LumiiiAcademy, gives entertainment brands the opportunity to educate without compromising their IP. As students complete Lumiii's gamified learning, they are rewarded with NFTs and other products from these leading entertainment and gaming brands. LumiiiAcademy serves as the intermediary between education and entertainment. In this way, the brands can increase their reach (to the tune of over 10M active global students) and have a positive impact while protecting their narratives and overall brand identities.

LUMIII DELIVERS IMPACTFUL WEB3 ESG RESULTS FOR CORPORATIONS.

Lumiii's ongoing commitment to amplifying all 17 of the UN SDGs through gamification and free global access gives corporations a viable ESG fulfillment option in Web3. Brands with ecological, human rights, or educational mandates for their corporate social responsibility efforts can all be served through LumiiiAcademy. Any investment or sponsorship of Lumiii can effectively come from their corporate ESG spends and provide these corporations with impact, discoverability, and a positive ROI.



WHAT WE DO



WE ENTERTAIN
TWEENS & MILLENIALS
WITH OUR ANIME
SERIES & GAMES



WE INCENTIVIZE THEM
TO LEARN WEB3 ESSENTIALS,
SUSTAINABLE DEVELOPMENT,
AND FUTURE JOB SKILLS



WE GUIDE THEM
INTO WEB3,
DEFI & THE METAVERSE
THROUGH OUR ECOSYSTEM



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Our anime series and games are purely entertainment. Short of the themes and conflicts being inspired by the UN SDGs, there is no educational value to them at all. We are not an “edutainment” brand.

The way that we educate is through our learn-to-earn platform, LumiiiAcademy. It gamifies the learning of Web3 essentials, the United Nations’ Sustainable Development Goals, and the World Economic Forum’s future-needed job skills, and delivers it to students all over the world. We reward user for completion with premium NFTs and other products from entertainment brands, including Lumiii.

As we change consumer behaviours through these mechanisms, we ultimately guide them into Web3, DeFi, and the Metaverse through the Lumiii ecosystem.



SOLUTION



QR codes are embedded in The Secret Order of Lumiiis show.

A small portion of QR codes lead to LumiiiToken rewards.

Another small portion of QR codes lead to entry-level NFT trading cards for the game LumiiiFantasy.

The vast majority of QR codes lead to LumiiiAcademy, where users can earn the most exclusive, premium NFT trading cards for LumiiiFantasy, along with NFTs and digital products from world-leading brands.

The QR codes will be updated every season and refreshed with new rewards and LumiiiAcademy offerings.



ROADMAP & ECOSYSTEM



The Lumiii roadmap is cohesive, with products designed to build, reinforce, and crystallize consumer behaviours.

PHASE I
MEDIA
GAMING &
LEARN-TO-EARN
PORTAL

Phase One of Lumiii is short-form digital and TV media, physical and digital gaming, and a learn-to-earn platform that rewards users with entertainment brand prizes.

PHASE II
CPG
&
NFTS

PASSIVE REWARD
AVATAR NFTS

LICENSED
CONSUMER GOODS

RAP MUSIC
NFT COMPILATION

Phase Two of Lumiii is CPG – toys, clothing, stationary – and NFTs (PPF, Music, Gaming); Q2 2023

PHASE III
DEFI
&
METAVERSES

MULTI-CHAIN DEX &
NFT MARKETPLACE

AR & VR METAVERSE
PLATFORMS

Phase Three of Lumiii is AR & VR platforms and a next-generation, family-friendly DeFi exchange; Q4 2023

Lumiii takes the best elements of Web3 and uses them to onboard new generations into the information age and set them up for success. Lumiii is the gateway into a new way of life.

THE LUMIII VISION

LUMIII™ IS THE BRIDGE THAT BRINGS FAMILIES INTO THE NEW WEB3 WORLD

ANIME COMEDY SERIES

LEARN-TO-EARN PHYSICAL TRADING CARD GAME

GOVERNANCE TOKEN & ECOSYSTEM CURRENCY

WEB3 ESSENTIALS SUSTAINABILITY & FUTURE SKILLS TRAINING

AR & VR METAVERSE PLATFORMS

RAP MUSIC NFT COMPILATION

LICENSED CONSUMER GOODS

PASSIVE REWARD AVATAR NFTS

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PRODUCTS (PHASE ONE)



Original Anime Series
Short-form Digital
Long-form Television

**A CYCLOPS BOY,
A SHAPESHIFTING LIZARD GIRL,
AND A KNOW-IT-ALL FLUFFY LAMB
ARE THE SECRET ORDER OF LUMIIS
WHO PROTECT THE DINGLES FROM THEMSELVES,
AND THE EVIL FORCES OF ZANK AND THE HOLLOW!**



The Secret Order of Lumiii™ is a tween anime action-comedy about the eternal battle between good and evil in the fantastical world of Dingleyum. In this Pokémon meets Adventure Time cartoon, we follow the adventures of Baseer, a purple cyclops; Annie, a lizard girl who can transform into just about anything; and a fluffy, lazy, wisecracking lamb named... er, Lamb as they protect Dingleyum's population of loveable and completely dopey creatures known as Dingles from an empty and evil energy known as The Hollow. Agents of The Hollow are led by a greedy, voracious entity named Zank, who is determined to absorb all light, friendship, and joy from the realm of Dingleyum. His insidious desire to absorb everything he can into the Hollow threatens to turn Dingleyum into a desolate lonely wasteland. Luckily, Baseer, Annie, and Lamb have Kish, a trench coat-wearing pig who has his ear to the pulse, to let them know when there's trouble afoot in Dingleyum. Then they snap into action to do battle with Zank and his minions using Lumiii Power, optimism... and a little butt-kickin' now and then. Baseer and his crew use Lumiii Power as their main line of defense against the relentless Hollow.

To read the complete Show Bible for The Secret Order of Lumiii, including series overview, character breakdowns, episode springboards, and creative team bios, please refer to *Appendix I: Show Bible*.

TEAM MEMBERS' AWARDS & NOMINATIONS:





PRODUCTS (PHASE ONE)



Physical & Digital AR
Trading Card Fighting Game



LumiiiFantasy is the ultimate Pokémon GO slash Street Fighter mash-up. It is an augmented-reality trading card game, that leverages Niantic Lightship to deliver a unique real-world Metaverse brawling experience.

Built on Polygon, LumiiiFantasy players fight head-to-head, using two NFT trading cards: 1) A unique Dingle Fighter card, that can be morphed and upgraded through gameplay and purchases; 2) A Lumiii Master card or Hollow Master card to power up their Dingle fighter.

Each Master card has its own distinct power, so the same Dingle Fighter card can have multiple types of attacks based on which Master card they are paired with. The combinations between unique Dingle fighter cards and the Lumiii / Hollow Master cards are virtually limitless.

Players compete for LumiiiToken prize pools, along with ranking on the LumiiiFantasy global leaderboard. The Top 100 player-owned NFT Dingle Fighter cards and Master cards will be packaged every year as part of the LumiiiFantasy physical trading card game. Owners of the NFT cards will receive a portion of the profits from sales of their physical counterparts.

To read the complete Game Bible for LumiiiFantasy, including game overview, how to play, walkthroughs, power-ups, and dev team bios, please refer to *Appendix II: Game Bible (TBC)*



PRODUCTS (PHASE ONE)



B2C & B2E
Learn-To-Earn
Gamified Education Platform



LumiiiAcademy is a learn-to-earn platform, built on Polygon, that delivers gamified learning modules to school boards, educators, students, and everyday people. It rewards users with digital products from major entertainment brands as they complete the gamified learning modules. The platform is split between B2C and B2E, with both groups having their own dedicated access points. On the B2E side, LumiiiAcademy will have a fully moderated social arena where students from around the world can engage with each other and build on their learnings.

The curriculum of LumiiiAcademy is specific, starting with the gamification of all 17 United Nations' Sustainable Development Goals (UNSDG). This is a mandatory learning requirement in thousands of school boards globally, but there are currently zero gamified resources on the subject. LumiiiAcademy will provide this training for free, along with gamified training on Web3 essentials and the World Economic Forum's future-needed job skills, which include digital marketing, product marketing, machine learning and human computer interaction.

Through our partnership with UCL EdTech Labs (University College London), the LumiiiAcademy UNSDG modules will be reaching over 10M students around the world and rewarding them with LumiiiTokens, LumiiiNFTs, and prizes from other entertainment brands. Corporate sponsorship via ESG spending covers the costs of LumiiiAcademy, including creation and delivery of rewards. Royalties from secondary NFT sales will be split between Lumiii and the respective entertainment brands.

To read the complete Software Development Plan (SDP) for LumiiiAcademy, including architecture, development approach, functions, sequencing, and dev team bios, please refer to *Appendix III: Software Development Plan (TBC)*



PRODUCTS (PHASE ONE)



Governance Token
In-game / Metaverse / ESports Currency



LumiiiToken, built on Polygon, is a fungible token that powers the Lumiii Web3 ecosystem.

Complete with voting and staking functionality, LumiiiToken acts as the governance token of Lumiii, as well as the in-game currency LumiiiFantasy, and as the currency used for transactions across the Lumiii ecosystem.

LumiiiTokens are issued as rewards when users:

- 1) Scan select QR codes embedded in The Secret Order of Lumiiis animated series;
- 2) Win PvP battle rounds in LumiiiFantasy;
- 3) Complete select learning modules from LumiiiAcademy;
- 4) Hold LumiiiTokens or select LumiiiNFTs in their wallets;
- 5) Win competitions in third-party eSports arenas.

To claim rewards, users must correctly answer a randomly generated skill-testing math question.

Post-launch, third-party DeFi platforms offering staking programs will be used to reduce selling pressure on the token; the in-house LumiiiToken staking program will go live before Q4 2022.



PRODUCTS (PHASE ONE)



Governance Token
In-game / Metaverse / ESports Currency



LumiiiToken Use Cases:

Make creative decisions for  animated series

LumiiiToken is not a DAO, but it has a voting mechanism that allows users to vote on curated lists of creative options.

For example, the broadcast network has ordered 10 episodes for Season 1. In pre-production, the Writers' Room develops a list of 15 potential episodes and presents them to the network, who narrow the list down to 12. That list is then presented to the community of LumiiiToken holders who vote for the top 10 episodes to be produced for Season 1.

Buy and morph  trading cards

LumiiiTokens are the exclusive in-game currency of LumiiiFantasy. All purchases and upgrades made through the LumiiiFantasy in-game marketplace require LumiiiTokens.

Buy digital land, goods, and services inside  (Phase Three)

Hold LumiiiTokens & provide liquidity for  to win rewards from Lumiii CPG profits (Phase Three)

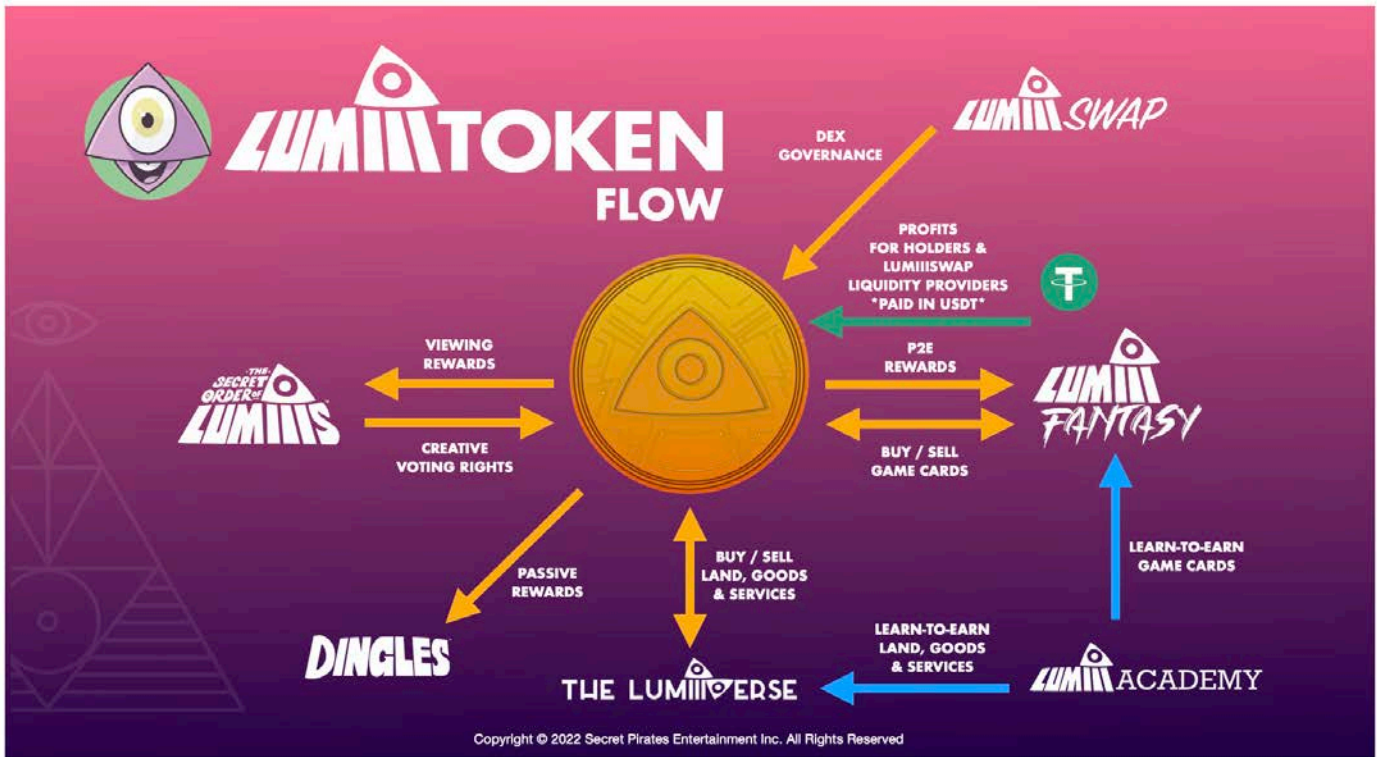


PRODUCTS (PHASE ONE)



LUMIITOKEN

Governance Token
In-game / Metaverse / ESports Currency



We have paid close attention to the in-flows and out-flows of LumiiiToken within the ecosystem – building out multiple utility points to ultimately drive down selling pressure.



PRODUCTS (PHASE ONE)



LUMIITOKEN

Governance Token
In-game / Metaverse / ESports Currency



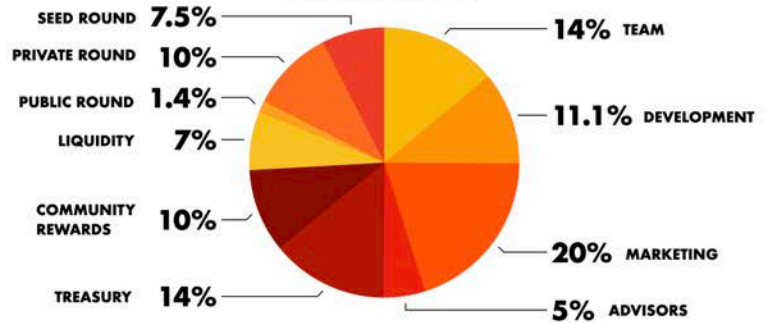
TOKEN TICKER LUMIII
TOTAL SUPPLY 10,000,000,000
IMC @ TGE \$467,500
FDMC @ TGE \$50,000,000
TOTAL RAISE \$5,000,000
 \$1,500,000 SEED ROUND
 \$2,800,000 PRIVATE ROUND
 \$ 700,000 LAUNCHPADS

1% TRANSACTION FEE
 0.3% TOWARDS LOCKED LIQUIDITY PAIR
 0.3% REFLECTIONS TO HOLDERS
 0.3% TOWARDS TREASURY
 0.1% CHILDREN'S CHARITIES

TOKEN PRESALE PRICES

SEED ROUND \$0.002 <small>3% @ TGE 3 MTH CLIFF 24 MTH VESTING</small>	PRIVATE ROUND \$0.0028 <small>5% @ TGE 4 MTH CLIFF 30 MTH VESTING</small>	LAUNCHPAD PRICE \$0.005 <small>15% @ TGE ZERO CLIFF 6 MTH VESTING</small>
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ALLOCATION



TOKENOMICS SUBJECT TO CHANGE

	ALLOCATION	TOKEN AMOUNT	PRICE PER TOKEN	% RELEASE AT TGE	TOKEN RELEASE AT TGE	RAISE	ROUND VALUATION	VESTING SCHEDULE
PUBLIC ROUND	1.4%	140,000,000	\$0.005	15%	21,000,000	\$700,000	\$50,000,000	15% TGE, ZERO CLIFF, LINEARLY DISTRIBUTED DAILY OVER 6 MONTHS
PRIVATE ROUND	10%	1,000,000,000	\$0.0028	5%	50,000,000	\$2,800,000	\$28,000,000	5% TGE, 3 MONTH CLIFF, LINEARLY DISTRIBUTED DAILY OVER 20 MONTHS
SEED ROUND	7.5%	750,000,000	\$0.002	3%	22,500,000	\$1,500,000	\$20,000,000	3% TGE, 4 MONTH CLIFF, LINEARLY DISTRIBUTED DAILY OVER 24 MONTHS
MARKETING	20%	2,000,000,000		0%	0			0% TGE, ZERO CLIFF, LINEARLY DISTRIBUTED DAILY OVER 24 MONTHS
TEAM	14%	1,400,000,000		0%	0			0% TGE, 12 MONTH CLIFF, LINEARLY DISTRIBUTED DAILY OVER 36 MONTHS
DEVELOPMENT	11.1%	1,110,000,000		0%	0			0% TGE, 18 MONTH CLIFF, LINEARLY DISTRIBUTED DAILY OVER 48 MONTHS
ADVISORS	5%	500,000,000		0%	0			0% TGE, 8 MONTH CLIFF, LINEARLY DISTRIBUTED DAILY OVER 36 MONTHS
COMMUNITY REWARDS	10%	1,000,000,000		0%	0			0% TGE, ZERO CLIFF, LINEARLY DISTRIBUTED DAILY OVER 36 MONTHS
RESERVE	14%	1,400,000,000		0%	0			NON-TRADEABLE SUPPLY WITH BURNING MECHANISM
LIQUIDITY	7%	700,000,000	\$0.005	100%	700,000,000	---	\$50,000,000	RELEASED BASED ON DEMAND



PRODUCTS (PHASE TWO + THREE)



PHASE TWO Q2 2023

DINGLES

PPF NFTs



Full Commercial Rights To Holders, with daily Passive LumiiiToken Rewards, and the rarest Dingles (Gold Foils) appearing as show characters. Dingles can be morphed into LumiiiFantasy trading cards.

THE SECRET ORDER OF LUMIIIS TOYS & COLLECTIBLES



The Secret Order of Lumiiis™ Toys & Collectibles include limited edition stuffies, trading cards, clothing, stationary, action figures, and play sets.

LIL LUMINATIII MIXTAPE

Music NFT Compilation



A mixtape featuring the best Lil rappers in the world, where each song is an NFT and holders will receive a percentage of streaming / usage royalties.

PHASE THREE Q4 2023

LUMIIISWAP

Easy-access DeFi Platform for Families (FamFi)



A family-friendly multi-chain DEX and NFT Marketplace, with liquidity mining and staking. Liquidity providers receive random airdrop rewards from Lumiii CPG profits, in addition to 0.3% of transactions on LumiiiSwap.

THE LUMIIIVERSE

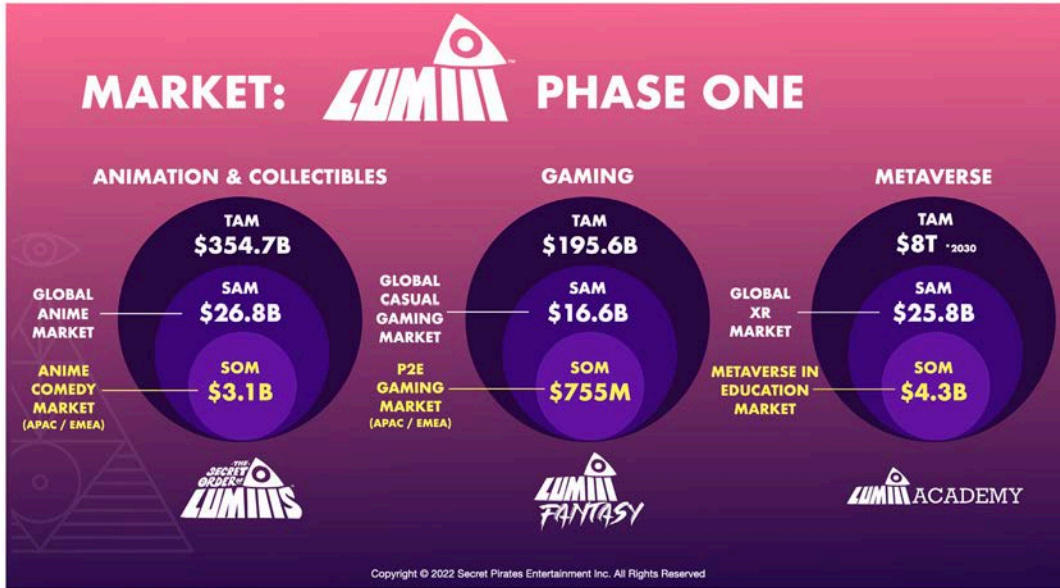
AR and VR Metaverse Platforms



The home base for Lumiii Games and learning experiences (e.g. LumiiiFantasy, LumiiiAcademy, with purchasable virtual land and governed by the United Nations' Sustainable Development Goals; a space allowing big brands to sponsor and fulfill their corporate social responsibility needs. A limited number of land parcels will be airdropped to LumiiiToken and LumiiiNFT holders.



MARKET & BUSINESS MODEL



Phase One of Lumiii has three main revenue streams: TV and ancillary sales of The Secret Order of Lumiii animated series, gameplay NFT sales in LumiiiFantasy, and Corporate sponsorship and secondary NFT sales for LumiiiAcademy.

TV sales & CPG sales: Network and SVOD acquisitions of the animated series represent the lion’s share of revenue. This is followed by CPG sales and ancillary sales to airline content distributors, and other display networks.

NFT sales: LumiiiFantasy trading card sales, and their upgrades by way of NFT power-up packs account the revenue from LumiiiFantasy.

Corporate ESG sponsorship of LumiiiAcademy covers the on-going costs and leads to a gross margin of 15-20%



GO-TO-MARKET



B2C

TARGET: MILLENNIALS / GEN ALPHA
(I.E. PARENTS & THEIR KIDS)

BUYER PERSONAS:

- ANIME / CARTOON FANS
- GAMERS
- CRYPTO / NFT FANS

OMNICHANNEL
(CONTENT MARKETING, SOCIAL MEDIA, PR, PAID & EARNED MEDIA, AFFILIATE MARKETING, KOLs, AMAs)

B2E

IN PARTNERSHIP WITH

ucl
edtech
labs.

WILL REACH 10M+ STUDENTS
AND REWARD THEM WITH PREMIUM

LEARN-TO-EARN
GAMEPLAY NFTs

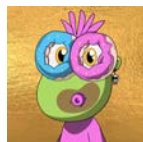
Lumiii has two distinct Go-To-Market strategies in Phase One focused on B2C and B2E.

On the B2C side, we are targeting Millennials (25-40 years old) and Gen Alpha (9-12 years old), who have a love for all things anime, gaming, and NFTs. In addition, our B2C targets have a deep curiosity about the world and a high level of ethics. We are running an omni-channel play, with a heavy focus on content marketing, social media, KOLs, and AMAs.

On B2E, through our partnership with UCL EdTech Labs (University College London), LumiiiAcademy will be delivered to over 10M students in North America, South America, and Europe by way of their respective educators and school boards. We are targeting Millennial teachers with similar buyer personas as our B2C targets, with one addition: They have an active desire to teach the UN SDGs and future-needed job skills. These are forward-thinking teachers who love to use gamification and technology with their students. This market will be engaged through trade publications, educator blogs, family blogs, and institution / board-level email marketing.



TEAM



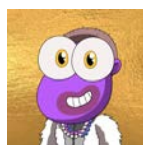
ALI BADSHAH

Co-founder & CEO @ Secret Pirates™
 Creator of Lumiii™



Ali Badshah is a critically acclaimed actor, screenwriter, producer, director, author, poet, and comedian. He is the co-founder and CEO of Secret Pirates Entertainment, and creator of Lumiii™. An ACTRA Award nominee for his work on Adult Swim’s comedy series Domsday Brothers, Ali also has recurring roles on FX on Hulu’s drama Y: The Last Man starring Diane Lane, and CBC / Netflix’s comedy Workin’ Moms. Ali is the male lead in the Oscar-nominated feature film drama The Breadwinner, produced by Angelina Jolie. He has written and starred in five televised comedy specials for CBC, CTV, The Comedy Network, MTV and ABC2 Australia.

His first book, Ghost Flowers: A Poetic Remedy From The Rebel & Mystic Heart, debuted as a #1 Best Seller on Amazon Canada in July 2020. He has written and produced projects for Historica Canada and The Aga Khan Museum. As a creative director in the marketing world for over ten years, he has led the design, development, and deployment of products and campaigns for top-tier global brands – including Sysco, Astra Zeneca, and TD Bank. He also created, produced, wrote, directed and starred in CBC’s first web comedy series Bloody Immigrants. An alumnus of both The Second City and Yuk Yuk’s, he was on the front page of the Toronto Star as one of the Top Ten People in the country – the only actor/comedian to ever appear on their list – and was featured on the Comedy Network’s ‘Nubian Disciples Special’, as part of the “next generation of great Canadian comics.”



MEHDI RAHMAN

Co-founder & COO @ Secret Pirates™



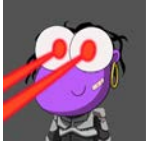
Mehdi Rahman is an international business leader with over two decades of global HR experience. He is the co-founder and COO of Secret Pirates Entertainment.

Mehdi has served iconic employee-centric organizations at the highest levels, including Best Buy Canada, Mcdonald’s Corporation, Publicis Groupe, Luxottica, Spin Master Toy & Entertainment. In his five years at Spin Master, Mehdi was instrumental in scaling the business from just over 200 employees and \$290 million in revenue, to over 2000 employees and revenues of over \$1.8 billion.

Mehdi is known for expanding Best Buy in Canada by leading the opening of the first 37 locations across the country. He is also known for launching the cacestpourmoi.ca or worksforme.ca campaign to staff the over 1400 business units and headcount of 77,000 at Mcdonald restaurants of Canada.



TEAM



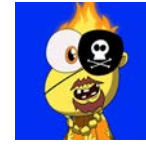
Michael A. Levine
Advisor



Anthony A. Farrell
Creative Consultant



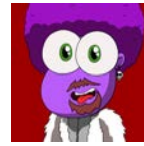
Willem Wennekers
Head Writer



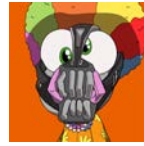
Trevor Francis
Director



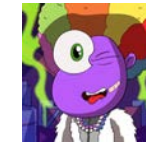
Suren Perera
Animation Director



Luis Perez
Character Animator



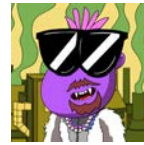
Dom Dias
Composer



Samrat Dhar
Blockchain Developer



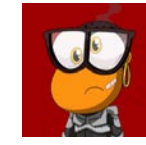
Fernanda Rangel
Blockchain Developer



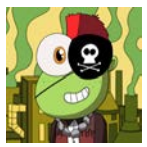
Pamir Roy
Blockchain Developer



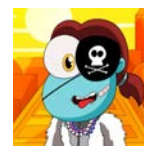
Nikita Paul
Design Engineer



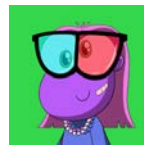
Alessandro Boccardo
Growth Hacker



Matt Houle
Community Moderator



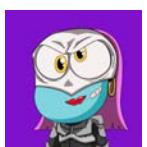
Tiffany Kayar (Newswire)
Director of Media & Mktg.



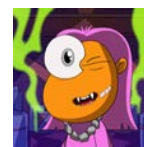
Jessica Lombao (Newswire)
Campaign Manager



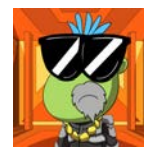
Madeleine Moench (Newswire)
Campaign Manager



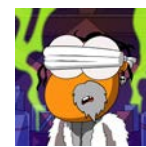
Divya Shahani (Miller Thomson)
Entertainment & IP Lawyer



Cheryl Grossman
Entertainment Lawyer



Aaron Grinhaus
Business & Tax Lawyer

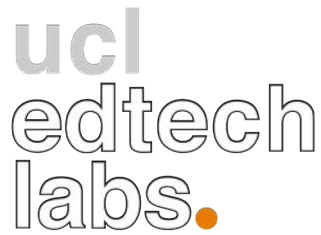


Jack Bensimon
Regulatory Compliance

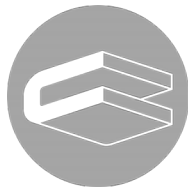




PARTNERS



MILLER THOMSON
AVOCATS | LAWYERS



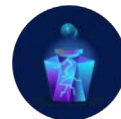
CULTOS



unicsoft



Sheesha
FINANCE



GLET CARAFE

3 APPLES HIGH®

NEWSWIRE



LINKS & MEDIA



[The Official Lumiii Website \(http://lumiii.com\)](http://lumiii.com)

[Lumiii Twitter \(http://twitter.com/lumiiiHQ\)](http://twitter.com/lumiiiHQ)

[Lumiii Discord \(http://discord.gg/lumiiiHQ\)](http://discord.gg/lumiiiHQ)

[Lumiii Telegram \(http://t.me/lumiiiHQ\)](http://t.me/lumiiiHQ)

Videos

[Lumiii Product Video](#)

[The Secret Order of Lumiiis Trailer](#)

[Lumiii 2-minute Pitch Video @ Collision 2022 \(Impact Startup Showcase\)](#)

Articles

[Lumiii Joins Collision 2022 as a Featured Impact Startup \(Yahoo! Finance June 21, 2022\)](#)

[Lumiii Partners With University College London's EdTech Labs to Fundamentally Reshape Education Through Its Learn-To-Earn Gaming and Anime Series \(Yahoo! Finance June 7, 2022\)](#)

[360 Web3 Tween Brand Lumiii and Crypto Rewards Company Cultos to Introduce Loyalty Program \(Crowdfund Insider March 30, 2022\)](#)

[Introducing Tweens and Parents to Crypto and Blockchain: The Secret Order of Lumiiis Announces Official Trailer Release Date on December 14th - #DingleDay \(Yahoo! Movies December 14, 2021\)](#)

CONTACT



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MEHDI RAHMAN

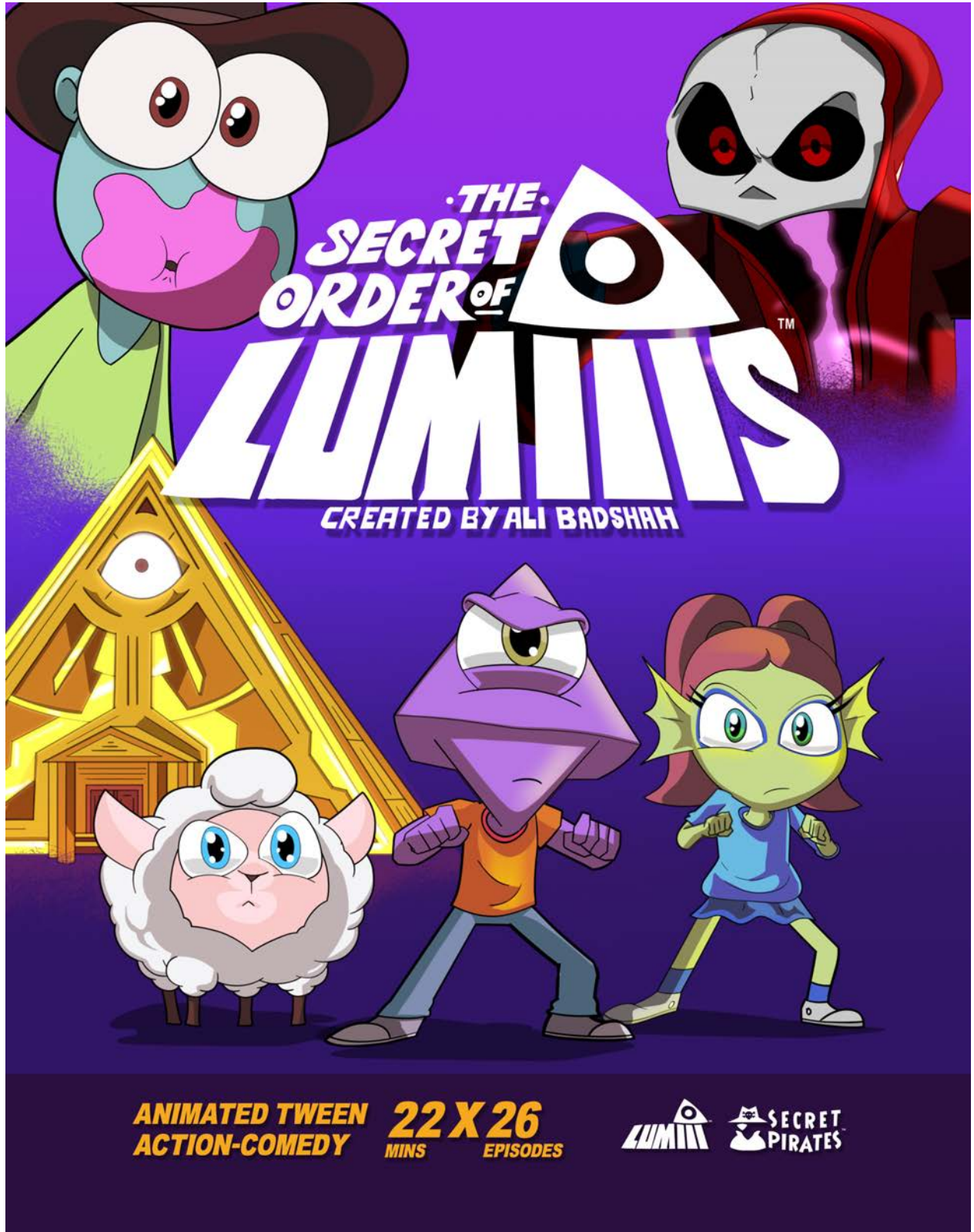
Co-founder & COO @ Secret Pirates™

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COMMAND PAPER

APPENDIX I

SHOW BIBLE



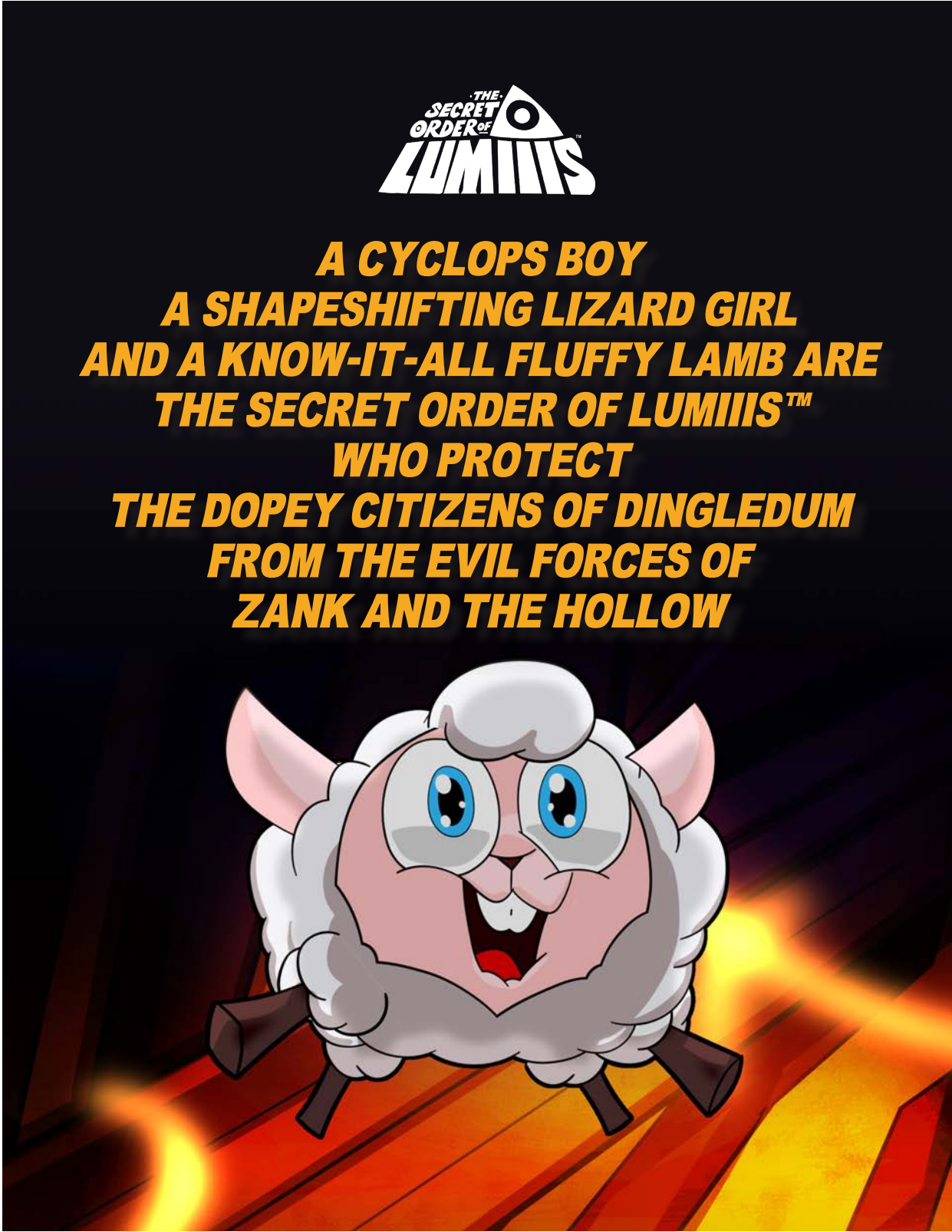
ANIMATED TWEEN
ACTION-COMEDY **22 X 26**
MINS EPISODES



SHOW BIBLE



***A CYCLOPS BOY
A SHAPESHIFTING LIZARD GIRL
AND A KNOW-IT-ALL FLUFFY LAMB ARE
THE SECRET ORDER OF LUMIIS™
WHO PROTECT
THE DOPEY CITIZENS OF DINGLEDUM
FROM THE EVIL FORCES OF
ZANK AND THE HOLLOW***





SERIES OVERVIEW

The Secret Order of Lumiiis™ is a tween action-comedy about the eternal battle between good and evil in the fantastical world of Dingleyum. In this Pokémon meets Adventure Time cartoon, we follow the adventures of Baseer, a purple cyclops; Annie, a lizard girl who can transform into just about anything; and a fluffy, lazy, wisecracking lamb named... er, Lamb as they protect Dingleyum’s population of loveable and completely dopey creatures known as Dingles from an empty and evil energy known as The Hollow. Agents of The Hollow are led by a greedy, voracious entity named Zank, who is determined to absorb all light, friendship, and joy from the realm of Dingleyum. His insidious desire to absorb everything he can into the Hollow threatens to turn Dingleyum into a desolate lonely wasteland.



Luckily, Baseer, Annie, and Lamb have Kish, a trench coat-wearing pig



who has his ear to the pulse, to let them know when there’s trouble afoot in Dingleyum. Then they snap into action to do battle with Zank and his minions using Lumiii Power, optimism... and a little butt-kickin’ now and then. Baseer and his crew use Lumiii Power as their main line of defense against the relentless Hollow.

Lumiii Power is a positive energy that can cancel out the negative influence of the Hollow. In the world of The Secret Order of Lumiiis, the hapless Dingles can be imbued with “Hollow” or with “Lumiii Power”, depending on who is trying to control them – becoming either LumiiiLytes or HollowKonz. This causes Dingles to transform into any number of weird, terrifying, or hilarious creatures. At times, Zank will fill various Dingles with Hollow energy, making them mean, vicious, and totally under his control. He then uses them as drones to enact his evil and disruptive plans to slowly but surely absorb all of Dingleyum into the Hollow. It takes a good dose of Lumiii Power from Baseer and his crew to swing them back to the light. When Baseer, Annie, and (sometimes) Lamb have filled a Dingle with Lumiii power, they can also control them – a power they use very carefully because unlike Zank, the Secret Order of Lumiiis don’t wish to harm the Dingles while totally using them as pawns.

SHOW BIBLE



Dingledum is a weird, wild wonderland where anything can happen – where Dingles can drink away all the clouds from the sky with super-long straws, or where a giant chicken can destroy a city because the Dingles are stealing its glowing eggs. Dingledum has many creatures we see on earth, like beavers and parrots, along with surreal inhabitants like 40-something melancholic ghosts, preschooler paper dolls who eat tree bark, and a race of Hawk-people who are obsessed with show tunes but can't sing very well. If Zank had his way, all of these wondrous denizens would be sucked into the Hollow, never to return!



The Secret Order of Lumiiis are the first, last, and only line of defense in this epic, and epically silly, battle between the light and the darkness. Through their adventures, Baseer, Annie, and Lamb discover the power of friendship in the face of loneliness, the importance of cooperation in the face of selfishness, and what it means to truly work together to stop the forces of darkness from consuming Dingledum!

AND THERE'S MORE!



The Secret Order of Lumiiis learn lessons along the way and, when they do, they're rewarded with mysterious tokens that magically appear.



Lumiiis watching the show at home can find these same

tokens, called LumiiiTokens, along with NFT characters and power-ups for The Secret Order of Lumiiis Metaverse games, and more, by searching for secret QR codes hidden all over Dingledum. It's a kick-ass story AND a treasure hunt!





CHARACTERS

BASEER



The ‘leader’ of the Secret Order of Lumiiis is Baseer. He’s a lively and smart ten year old, who loves having a good time. His name means “All-Seeing”, which is ironic because, with only one eye, his depth perception is terrible. He walks into things all the time. But that doesn’t stop him from seeing the bigger picture.



The most important thing in the world to Baseer is friendship. His life began in the terrible endless gloom of The

Hollow, and for years emptiness and constant sadness was all Baseer knew. But one day he found a way to escape The Hollow and landed in Dingleland.

From that day on, Baseer was determined to fill his life with friendship. Deep down Baseer believes that it’s possible to make friends with anyone – even his worst enemy. Mind you, Baseer is no pushover – he’ll do battle with his enemies if necessary, but to him, life is always better if you can make a friend. Think Ted Lasso as a kid.



Baseer’s superpower is called ‘freaky flow’, and it perfectly aligns his thoughts, feelings, and movements together. Everything around Baseer slows down when he’s on his freaky flow, making it easier for him to do heroic things like leap across molten lava pits or solve a deadly puzzle. He’s still figuring out how to activate his power on command. Right now, it gets triggered if he’s excited, scared, or stressed. And with the Dingles messing things up all the time, there’s plenty of stress. We’ll get to that in a moment...



BASEER'S LUMIII POWER

When Baseer imbues a Dingle with Lumiii Power, he causes it to take on one of two useful attributes. They will either get the ability to produce powerful Electric Light Energy and be able to fire beams of pure positive power to use in battle, or they gain the ability to phase through matter unharmed.



CHARACTERS

ANNIE



The REAL leader, and quite possibly the most powerful creature in all of Dingledum is Annie. She's a street smart, shape-shifting, nine year old reptilian girl who has her hands in everything. She asks the hard questions and keeps Baseer on task. Plus, she can turn into anything – a lobster, a catapult, anything.

Unlike Baseer, Annie can use her powers at will. The challenge for her is that sometimes she'll burn out, especially if she transforms into a big complicated thing (like a



giant microwave) and holds the shape for too long.

Growing up as a shape shifting reptile, Annie experienced enough danger for a lifetime. Annie sees herself as a guardian of everyone's well-being.

Her overzealousness about safety leads her to be kinda bossy and overly direct, which sometimes hurts people's feelings. But Annie figures it's better to get your feelings hurt than to be turned into a Hollow! Sure she's kind of a drill-sergeant sometimes, but it's because Annie just cares too much. Still, don't mistake her for a softie like



Baseer -- Annie basically kicks ass and keeps the Dingles from blowing themselves up. We'll get to that in a moment...



ANNIE'S LUMIII POWER
 Dingles imbued with Annie's Lumiii Power can **control fire** and **shoot massive fireballs** or they can **control matter**: often hurling large objects or manipulating nearby objects to spring to life to join the fight!



CHARACTERS

LAMB



Every group has a know-it-all in their circle. For the Secret Order of Lumiiiis, that know-it-all is Lamb. If there's a fact to drop, an opinion to spout, or a one-liner to zing, Lamb will be there.

His superpower is making smart remarks... well, technically it's teleportation, but you wouldn't know it from how much he roasts, wisecracks, and straight-up insults Baseer and Annie. When he's not doing that, he's griping. Fortunately, Lamb has a certain dry wit, so even his complaining is kinda funny – which is why he



hasn't been booted out of the Secret Order of Lumiiiis.

Lamb complains so much because he'd really rather be back at headquarters:

chilling in his favorite recliner, scrolling memes, and watching Dingle-

sports updates. But a job is a job, so Lamb goes along on every mission and tries to hurry things along so he can get back to relaxing. Sometimes his short-cut suggestions get the team into even deeper trouble, so Baseer and Annie take Lamb with a grain of salt...or a handful of oregano.



LAMB'S LUMIII POWER
 When Lamb uses Lumiii Power on a Dingle, they gain healing abilities through a flow of mystical water or they can disappear into thin air and reappear somewhere else – mirroring Lamb's own teleportation power!



CHARACTERS

THE DINGLES



The Dingles of Dingledum are dumb. There’s just no other way to put it. They’re good-hearted and a little dopey: the kind of unfortunate nitwits who will stick their finger in a light socket, get wickedly shocked – and then later when they tell their friends about it, they’ll do it again!



The hapless Dingles also over-use, over-consume, and overindulge. They’re kind of like toddlers – except they live in houses, have families, and drive their little Dingle-cars to their Dingle-jobs. They also use the word “Dingle” a lot. It’s the dominant word in their language. Dingles don’t mean any harm, but because they’re so bubble-brained, they end up causing a lot of harm. Dingles

tend to get distracted easily. They could be in the middle of working, get entranced by a passing Butterfly, and follow it right into the path of a Dingle-train... or into Zank’s evil clutches. This is why they need the Secret Order of Lumiiis around to watch their backs.



THE DINGLES' LUMIII POWER... OR HOLLOW POWER

When Dingles drink Pegasus Joy or the Lumiiis imbue them with power, they transform into magically ridiculous creatures called LumiiiLytes, with abilities that mimic their Lumiii Masters. When the Dingles drink Beaver Butt Juice or the Hollows imbue them with power, the Dingles transform into terrifyingly ridiculous creatures called Hollowkonz, with abilities that mimic the powers of their Hollow Masters.



CHARACTERS

KISH

Kish is a pig who eats bacon... and carrots. He loves carrots. Kish is the herald of the show, giving the Secret Order of Lumiiis their missions. Kish is mysterious. He appears out of the shadows – any shadow being cast by anything is an opportunity for Kish to spring up on Baseer and the gang. And he loves it. Scaring the members of the Order is one of his favorite things to do. But it's not all fun and games with Kish – he's a big shot in Dingleyum: he owns a variety of businesses like fake mustache factories, plum cake conglomerates, and half of the real estate in Dingleyum. Kish relies on The Secret Order of Lumiiis to keep his many businesses free from any interference from Zank and the Hollows... as well as from the bumbling idiocy of the Dingles. Is Kish a little self-centered and exploitative? Yup! And he's totally fine with that! Kish gets annoyed easily and, like any pig, will randomly pig out and gnaw on the first thing in sight. He's a friendly authority figure like Chief Quimby from Inspector Gadget, and a mystery like the smoking man from the X-Files.

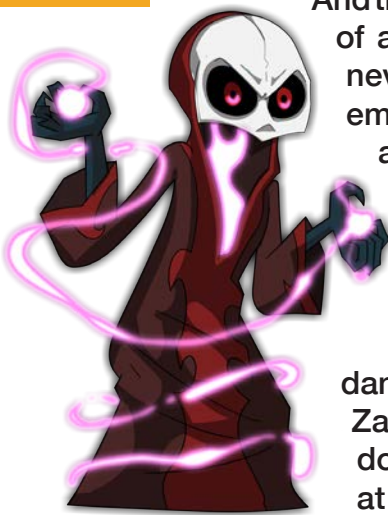


KISH'S LUMIII POWER
 Kish doesn't have any Lumiii Power because he's not a Lumiii... but he *does* make a powerful cheese and macaroni!



CHARACTERS

ZANK



And then there's the bad guy: Zank. He's the opposite of a Lumiii. Zank is known as a Hollow. He's never satisfied and always trying to fill the empty void inside of him. Vain, conniving, and totally narcissistic, Zank wants to consume **EVERYTHING** by absorbing it into the Hollow – the dark dimension from which he gets his power. Zank is also an industrialist/businessman whose products tend to be dangerous, disruptive, and generally bad for Dingedum. When Zank sets his sights on something, he tempts and tricks the Dingles into doing his bidding. If it weren't for the Lumiiis fighting him at every turn, Zank would have hollowed out Dingedum a long time ago.



Zank also wants to re-absorb Baseer into the Hollow. For years he drew power from Baseer when he had our hero trapped inside the Hollow. Baseer's unique powers were delicious to Zank and he would like nothing better than to catch Baseer unawares and draw him back inside the Hollow to use that power to absorb the rest of Dingedum.

All this to say, Zank is a real jerk!



ZANK'S HOLLOW POWER

When Zank Hollows out a Dingle, they take on his wrathful powers of destruction and cause massive damage to their opponents and the world around them. When Zank Hollows out a large group of Dingles, they become a massive destructive swarm that can overrun their opponents and cause destruction on a huge scale



CHARACTERS

KRONK



A powerful Hollow with a donkey face and octopus arms who loves candy and hates the color pink. Kronk is not very smart but makes up for it by being tremendously mean. Kronk has eight arms to cause trouble with... and he uses all of them! His motto is “Break first and ask questions never!”

KRONK'S HOLLOW POWER
 Kronk is grabby and greedy and loves manipulating Dingles. He gives them the power to drain the life-force from anyone they touch, or he fills them with a crazed, destructive madness: like Loki on steroids. A Dingle driven mad by Kronk will have red glowing eyes, a foaming mouth, and will prank the Dingles into danger.

ZORPA

Zorpa is a teenaged schoolgirl (in uniform) with bat wings and a bad attitude. She’s wickedly sarcastic and uses her mean-girl energy to hurt people’s feelings. She’s one of those people who can spot someone’s weakness and then needles them into submission. Zorpa has a serious hate-on for Annie and wants to imprison her in the Hollow forever...and then make fun of her outfit for all eternity.



ZORPA'S HOLLOW POWER
 Zorpa is a meanie who is motivated by envy, so when she uses her Hollow power on a Dingle, they gain the ability to mimic the powers of anyone near them – except it’s a distorted funhouse version of those powers. Other Dingles under her Hollow powers develop spikes, sharp stegosaurus plates, or long needle-like porcupine thorns – because this gal is prickly!



CHARACTERS

GRUNGER



This is gross, but think of a booger. That’s Grunger - a lumpy, green and brown muscleman who is covered in a slimy layer of brown and green sludge. He can hurl gobs of that sludge to gum up machine works, cover opponents bodies with goop, and generally gross everyone out. Grunger is a cultured individual who quotes Shakespeare, enjoys fine dining (though he eats like a pig), and plays the cello. But despite his love for the finer things in life, he’s totally disgusting.

GRUNGER'S HOLLOW POWER
 Grunger has a gluttonous streak and when he Hollows out a Dingle, one of two things happen: The Dingle grows to a large size and eats anything it can get his hands on (cars, trees, entire roti restaurants, you name it) ... or, they turn into the same gooey glop that Grunger secretes and can use their powers to gum up machinery or form impassable barriers and blockades.

LEG

Leg is a giant sentient leg (with a foot) who stomps on things. He’s totally loyal to Zank and will follow any order without question – mainly because he has no mouth or face, so even if Leg DID have a question, he wouldn’t be able to express it. Leg also has foot odor that’s so bad, it can knock you out... or at least make you wish you could trade in your sense of smell for a can of room deodorizer. Sometimes Zank rides Leg like a horse... and yes, that’s as weird as it sounds!



LEG'S HOLLOW POWER
 Leg is a big leg, so the only “power” he has is to stomp stuff and smell up the place. It doesn’t sound like much, but ooh that smell!!!



UNLOCK THE HIDDEN WISDOM!



The Secret Order of Lumiiis™ is cartoon and anime at its best, with vibrant colours, dramatic panning, and physical comedy driven by rich characters and relationships. It's a co-viewing experience that empowers kids and shines a light on the consequences of our choices, all while providing a ton of laughs.

Like Looney Tunes and other timeless animated franchises, The Secret Order of Lumiiis™ has a hard edge. There's a whole world of inside jokes in the show that fly over the kids' heads and are just for the adults.

For centuries, the elites... the 1%... have stayed in power by keeping certain knowledge and wisdom a secret, keeping the 99% dumb, under control, and in the dark. Well not anymore! The Secret Order of Lumiiis™ unlocks the hidden wisdom and finally shares it with the world!



SPRINGBOARDS

EGG-CEPTIONALLY BRIGHT

Baseer seems to be unaffected by the arrival of mysterious glowing eggs all over town, while every Dingle that comes in contact with them falls into a trance! Even Lamb is hooked. It's gotten so bad that Kish is about to lose a bundle on a football game he's sponsoring because none of the players have shown up for the game and no one is in the stands! The Secret Order of Lumiii are on the case. They discover that the entire society has come to a grinding halt because Dingles are obsessed with collecting these glowing eggs and breaking them over their eyes, altering their perception and making the Dingles blind to the world around them! So who's laying the eggs and leaving them all around Dingledum? Well, the eggs belong to a giant cave-dwelling chicken, and a swarm of Zank's Hollowed-out dingles keep stealing her eggs and re-laying them all over Dingledum as a giant Hollowed-out chicken. While Baseer takes on Zank and uses his Freaky Flow, with Lamb's scrambled egg assistance, Annie uses her matter control powers to transform other Dingles into another, slightly smaller giant chicken to battle the Hollowed-out chicken, as she morphs into a bigger chicken to deal with the mama chicken who wants her eggs back. It's going to be a real scramble to stop this chicken battle royale! Let's get ready to rumble! PA-KAW!

ONE EYE OPENED

Thick pollution is starting to fill the air in Dingledum. Kish enlists Baseer, Annie, and Lamb to get rid of it because it's preventing Kish's solar-powered delivery salamanders from delivering shawarma wraps. It's also making the entire city dark! And causing health problems around the Dingles... but mostly the shawarma thing is a problem for Kish. At first the gang tries to use gelatin powder to encase the pollution cloud and send it into space, but something melts their huge jelly membrane! They discover that Kronk (at Zank's bidding) has been Hollowing out Dingles and turning them into fire-crazed lunatics to burn down the dandelion crops on the outskirts of town. The only way to stop these pyromaniacs is for Baseer to use Lumiii power on Dingles and give them matter-passing abilities. While those Dingles drag the Hollow Dingles into a nearby lake, our three heroes take on Kronk, uniting their Lumiii powers to vanquish the destructive Hollow. The only problem is the landscape is slick with melted jelly! Things are gonna get sticky!



SPRINGBOARDS

EVERY CLOUD HAS A SPICY LINING

Kish's carrot crops are dying because there's no rain! Baseer and the gang look into it and discover that crowds of Dingles have been using giant straws to drink up the clouds before they can rain! Looks like the work of Grunger, who has Hollowed the Dingles out and transformed them into chubby Trolls who are gluttonously thirsty, consuming all of the rain clouds. Even worse, Grunger has made other Dingles form a gross oozing barrier around his hiding spot. Unable to get to him, the gang fills approaching clouds with hot sauce, thinking it will gross out the Hollow Dingles and they'll abandon their straws. But instead, the Dingle Trolls get hooked on spicy water! The only solution is for our trio to try and teleport through the gooey barriers and take on Grunger. It's a messy job, but The Secret Order of Lumiii isn't afraid to get their hands dirty... or in this case gooey!

BEAVER BUTT JUICE

An outrageous beverage called Beaver Butt Juice is sweeping Dingledum. When The Secret Order of Lumiii's try the tasty sweet-yet-savory drink they discover a disturbing after-effect: Beaver Butt Juice imbues the drinker with a little bit of Hollow energy! After a quick dose of Lumiii power, the gang seeks out Kish for information, but the pig has been Hollowed out from too much BBJ! The gang's only chance to reverse this epidemic of hollowness is to get Dingles to drink Pegasus Joy – another beverage that imbues Dingle's with Lumiii energy. But there's no more Pegasus Joy left in stores. The gang discovers that the Pegasus Joy factory stopped production since their giant drooling Pegasus has been kidnapped by Zank! Baseer, Annie, and Lamb head to Zank's BBJ Factory deep in the desert to rescue the Pegasus. The factory is manned by office-dwelling beavers who have their Butt Juice extracted through their office chairs. Worse yet, Leg is guarding the factory and even an army of Lumiii-powered Dingles can't get past his stomping power. Baseer comes up with a Hail Mary plan: Annie will transform into a forest to draw the Beavers out of the factory while Lamb distracts Leg and draws him away from his post. Baseer heads into the factory to rescue "Karl" the drooling Pegasus. But when Zank and his minions appear, Baseer will need all of the Freaky Flow and Electrical Light Energy he can muster – leading to a "shocking" conclusion for the Hollows!



SPRINGBOARDS

HUNGRY HUNGRY DINGLES

On a day off, Baseer enters a charity eating contest to see who can eat the most beans! Baseer wisely loses the contest while Kish eats his way to victory. It's all in good fun until Dingles who give Kish a congratulatory shake of the hand start chomping down on all of the leftover beans. Annie realizes that these Dingles have been Hollowed out by Zorpa and have taken on Kish's appetite. Soon, these burping, farting Dingles aren't just eating beans, they're eating everything in town, living high on the hog. Soon, 99% of Dingles are starving while 1% are conspicuously consuming everything! The Secret Order of Lumiii snaps into action and tracks Zorpa to the Fancy Fine Time Hotel, where she's relaxing in the Presidential Suite! She has Hollowed out the hotel staff, turning them into stabby Iron Porcupines as bodyguards! Annie imbues nearby Dingles with Lumiii power -- transforming them into Walrus Tourists to over-run the porcupines. Baseer can pass through matter, so he zips through the hotel floors into Zorpa's suite to take her on alone. But Zorpa's mean-girl insults drain all of Baseer's confidence! Things are looking grim... until Annie uses her matter-controlling power to gather all of the farts coming from the bean-chomping 1% Dingles and send it into the hotel suite. Crack a window because this is going to be a smelly solution!





THE TEAM



ALI BADSHAH

Executive Producer • Showrunner • Series Lead

Ali Badshah is a critically acclaimed actor, screenwriter, producer, director, author, poet, and comedian. He is the Co-founder and Chief Executive Officer of Secret Pirates Entertainment, and creator of the Lumiii™ franchise. An ACTRA Award nominee for his work on Adult Swim's comedy series Domsday Brothers, Ali also has recurring roles on FX on Hulu's drama Y: The Last Man starring Diane Lane, and CBC / Netflix's comedy Workin' Moms. Ali is the male lead in the Oscar-nominated feature film drama The Breadwinner, produced by Angelina Jolie. He has

written and starred in five televised comedy specials for CBC, CTV, The Comedy Network, MTV and ABC2 Australia.

His first book, Ghost Flowers: A Poetic Remedy From The Rebel & Mystic Heart, debuted as a #1 Best Seller on Amazon Canada in July 2020. He has written and produced projects for Historica Canada and The Aga Khan Museum. As a creative director in the marketing world for over ten years, he has led the design, development, and deployment of products and campaigns for top-tier global brands — including Sysco, Astra Zeneca, and TD Bank. He also created, produced, wrote, directed and starred in CBC's first web comedy series Bloody Immigrants. An alumnus of both The Second City and Yuk Yuk's, he was on the front page of the Toronto Star as one of the Top Ten People in the country – the only actor/comedian to ever appear on their list – and was featured on the Comedy Network's 'Nubian Disciples Special', as part of the “next generation of great Canadian comics.”



MEHDI RAHMAN

Executive Producer

Mehdi Rahman is an international business leader with over two decades of global HR experience. He is the Co-founder and Chief Operating Officer of Secret Pirates Entertainment.

Mehdi has served iconic employee-centric organizations at the highest levels, including Best Buy Canada, Mcdonald's Corporation, Publicis Groupe, Luxottica, Spin Master Toy & Entertainment.

Mehdi is known for expanding Best Buy in Canada by leading the opening of the first 37 locations across the country. He is also known for launching the cacestpourmoi.ca or worksforme.ca campaign to staff the over 1400 business units and headcount of 77,000 at Mcdonald restaurants of Canada.

Recently, he led Spin Master's acquisition of Swimways, Gund, Sago Mini, and Toca Boca. In his five years at Spin Master, Mehdi was instrumental in scaling the business from just over 200 employees and \$290 million in revenue, to over 2000 employees and revenues of over \$1.8 billion.



THE TEAM



MICHAEL A. LEVINE
Advisor

Michael A. Levine is Chairman of Westwood Creative Artists, former partner of Goodmans, LLP; Executive Producer of various fiction and non-fiction films and television properties; Chairman of Bravo!FACT; and Director of the National Screen Institute. He has been an entertainment lawyer for 45 years acting on behalf of major television networks and film studios, such as Universal and Sony, production companies, and a number of celebrated Canadian personalities, including the late Mordecai Richler, for whom he acts as Literary

Executor, Yann Martel (“Life of Pi”), Michael Ignatieff, the former Prime Minister Stephen Joseph Harper, the late Prime Minister Pierre Elliott Trudeau and the current Prime Minister, The Honourable Justin Trudeau. He has also played an active role in building Canada’s cultural industry such as Telefilm Canada, the Stratford Shakespeare Festival, the Toronto International Film Festival, the Banff Television Festival and was a founding director of the Canadian Film Centre. His personal executive producer credits include The Terry Fox Story (the first “made for HBO film”); the highly successful Canadian drama series Republic of Doyle, Anne of Green Gables, Book of Negroes, the first ever Bell / Netflix production Frontier, as well as the CBC Netflix production of 21 Thunder.



WILLEM WENNEKERS
Head Writer

Willem Wennekers is the co-creator, executive producer, and showrunner of the animated hit Fugget About It, which was nominated for a Canadian Screen Award as Best Animated Program in 2014, won Bubbleblabber.com’s award for Best Foreign Animated Series. and has amassed over 130 million views on the Fugget About It Youtube channel. Willem has also written the feature films From The Vine, Weirdsville, Full Out, Kiss and Cry, Treasure Hounds, and Buckley’s Chance. In 2020, Willem co-created, executive produced, and ran the Adult Swim animated series Doodman Brothers.



ANTHONY Q. FARRELL
Creative Consultant

Anthony Q. Farrell has served as showrunner for The Parker Andersons, Amelia Parker, and the BAFTA-winning CBC series Secret Life of Boys, which he also created. Currently Anthony is the Showrunner and Executive Producer of the sci-fi primetime comedy Overlord & The Underwoods. In the past, he has written for NBC’s The Office, Canada’s international hit Little Mosque On The Prairie, and Nickelodeon’s The Thundermans. He is in active development on several other shows that he hopes to share in the near future. He lives in Toronto with his amazing family.

