



**It's Game Over!™**

Franchise  
**PROPOSAL**

## **DISCLAIMER**

A Notice of Allowance (NOA) from the United States Patent and Trademark Office for U.S Serial Number: 98932302, was issued on October 28<sup>th</sup>, 2025, for the GEOJANI Esports Gaming™ design mark. The design mark as depicted in *this* franchise proposal with the ® symbol shall only be recognized as a visual used for the purpose of presentation for how the mark will look when the registration is complete.

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The **GEOJANI Esports Gaming™** brand is franchisable for the reason it is owned by Scholarships 4 Us, LLC and will provide every child in America the opportunity to define, use, and develop the industry of esports gaming for themselves, and future generations.



After reviewing online resources trying to learn a common definition of what Esports 'is,' the consensus is that it consists of players who compete in a competition or tournament that uses a video game console. As no entity owns Esports, *how* Esports is defined determines how it may be *used*.



My name is **Michael Duncombe**, founder of Scholarships 4 Us, LLC and the **GEOJANI** Esports Gaming™ brand. This franchise proposal will prove the viability, scalability, and profitability of my vision for The **GEOJANI** Esports Gaming™ Franchise. Through relation-forming with owners of specific games that have Intellectual Property rights, interested investors knowledgeable in the franchise business, and prudent franchisees- It's Game Over!™

**Scholarships 4 Us, LLC** has formed the foundational definitions for The GEOJANI Esports Gaming™ Franchise. These and all other pertinent definitions associated with the business can be found at [www.scholarships4us.com/terminology](http://www.scholarships4us.com/terminology).

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## Sports

A competition or tournament in which Place Finish is determine on an **objective** basis such as score, time, or distance.

- ▶ The Arts, in contrast, Place Finish is determined on a subjective basis according to a judge. Boxing and Gymnastics are art forms for the reason Place Finish is determined by the judges' scorecard.

## Esports

A sport that requires a machine that uses a source of energy or power in order to be used for a competition or tournament. An Esport is categorized based on control: **Arcade Games** and **Electronic Arts**.



### Arcade Games

An Esport that is conducted on a gaming machine designed for Place Finish to be in the hands of the user such as Air Hockey or Pinball.



### Electronic Arts

An Esport that is conducted on a Video Gaming Machine that requires the use of some form of handheld controller. Place Finish is subject to characters or electronic settings out of the hands of the user. Video games such as Madden® have 22 players on the field in which the CPU has control over others players and the game(s) may be set to differently difficulty levels.





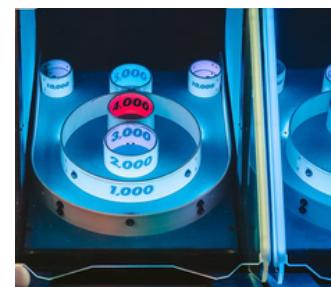
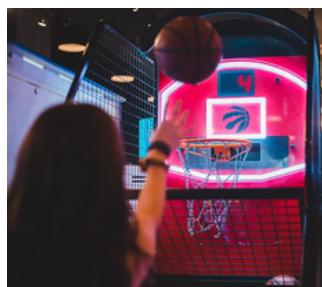
The limitation in the profitability from Esports gaming is the restriction-of-use owned by the Intellectual Property (IP) rights holder of the product, design, and name of a game or machine. For example, in Electronic Arts, Microsoft created the Xbox® brand which is now operated and managed by Microsoft Gaming that has licensing agreements with third-party publishers to create licensable games for the machine. Microsoft Gaming then requires a purchaser of the Xbox® or software to sign a personal licensing agreement of use. A commercial licensing agreement must be executed with potentially *both* Microsoft and the third-party publisher if their IP is to be used to earn a profit such as hosting a tournament that competes for **Prize Money**.

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Some of the largest corporations in the world have set forth such stringent restrictions as IP holders in Electronic Arts that it provides the opportunity to take Esports to the **NEXT LEVEL**. The **GEOJANI** Esports Gaming™ Franchise will combine industries to disrupt markets by uniting Arcade Games and earning Scholarship Funds.

## Once upon a time...

- There were locations to drop your children off at penny arcades also known as amusement halls
- Playing 'video games' could be detrimental to a child's physical and mental health
- The term Esports was not yet an idea
- Scholarships 4 Us, LLC had not formed the distinction between Electronic Arts and Arcade Games



**Arcade Games** will no longer only be associated with amusement and entertainment in which expensive cards are sold and tickets are accumulated with the goal of selecting a 'big prize.'



# MISSION

To be the renowned brand in competitive youth arcade gaming by broadening the horizon of Esports to create more opportunities in becoming champions and professionals.

## MOTTO

Be good at what you do best.

## SLOGAN

It's Game Over!™



The GEOJANI Esports Gaming™ Franchise ensures children understand that their specific skill set, including in Esports, can be of value to them, their community, and the world we live in. When they have the platform to be able to say, "I can compete for championships in Arcade Games such as Skeball,

I can earn Scholarship Funds through Skeball, and I can become a professional in Skeball," this will alter their mindset to one with hope and belief. In return, it will require the formation of operational businesses to shape the market. So, not only can it be a goal of children to become a professional Skeball player, but it opens the door to learning positions associated with the industry such as in coaching or IT. Children may also want to become a franchise owner because of how GEOJANI Esports Gaming™ will be positioned to fulfill its' mission.



**GEOJANI** Esports Gaming™ will form relations with Intellectual Property rights holder(s) (IPHs) of Arcade Games with the option for investable interest in the brand. Whether it's with one IPHs or many, the goal is to determine with other alliance members Arcade Games which are learnable and coachable, and can be played as a team sport. The IPHs product(s) will be in every franchise location with the purchase price included in the franchise fees. Revenue streams available for partnerships may include the IPHs brand on promotional, marketing, and other merchandise, and percentage of the net profits earned from the **GEOJANI** Esports Gaming™ franchises.



Investors, franchise law firms, and successful franchise founders, you have what I do not- access to capital with the experience and expertise necessary to open the **GEOJANI** Esports Gaming™ doors. I have what you want- a business model that has a Serviceable Addressable Market upwards of 28 million eligible students.

Franchisees will have the supportive network committed to ensuring they have the tools and resources for representing The Brand of Choice within their communities.

Dedication to fulfilling the mission of **GEOJANI** Esports Gaming™ can lead to financial security and potentially freedom.

The reason being, only The **GEOJANI** Esports Gaming™ Franchise will have the legal rights in Esports to use the services provided by Scholarships 4 Us, LLC.



Not only will children discover, learn, and develop their talents through The GEOJANI Esports Gaming™ Franchise, eligible students can compete in competitions and tournaments in which they can accumulate Prize Money based on Place Finish- instead of *only* trophies, plaques, and medallions. By having Exclusive Rights of Use for the S4Us.portal™ and The Trust of Scholarships 4 Us, franchisees will have the backend systems managed and operated by a third-party so they can focus on their business operations including student and player development, and event design and management.

The Scholarships 4 Us Program was written as the comprehensive solution to student loan debt. What is the solution to student loan debt...? It is to decrease the amount in which future students have to borrow. So where do they get the funds? By itemizing the Cost of Entry in after school youth competitions and tournaments so that a percentage can go into a Prize Fund. The money can be requested as Scholarship Funds (non-taxable income) or Prize Money (taxable-income).



Eligible students age 12-18 that choose to enroll in The Scholarships 4 Us Program will establish an Earning and Savings Account (ESA) in the S4Us.portal™ that will permit them to compete in competitions and tournaments hosted by The GEOJANI Esports Gaming™ Franchise. Within the portal, Scholarships 4 Us, LLC will keep track record of Student-Participants' participation and earnings in every event. All funds will be prudently and securely managed in The Trust of Scholarships 4 Us by an institution with legal authority to manage other people's money.

By enrolling in The Scholarships 4 Us Program it ensures that students will maintain their eligibility to compete in high school and collegiate athletics.

**The GEOJANI Esports Gaming™ Franchise** will provide the following income streams (not limited too) for businesses within the alliance:

### IPHs & Investors

- Franchise Fee(s)
  - Arcade Game(s) (IPHs only)
- Lineage Fee (competition or tournament charge per participant)
- Merchandise Sales (online)
- Sponsorships (local franchises and large scale events)
- Partnerships

### Franchisees

- Monthly/Annual Memberships
- Open Play
- Practice Play
- Expense Fee (competition or tournament charge per participant)
- Merchandise Sales (online and in-person)
- Vending



**Apparel**



**Mouse Pads**



**Tumblrs**



**Coasters**



**Pens**



**Mugs**

Once upon a time, the mental health crisis plaguing America's children was treated with medicine. Once upon a time, the overwhelming burden of student loan debt was the students fault for signing the loan documents.

The current state of affairs in America is stagnant for the reason systems are outdated, broken, and undefined. Scholarships 4 Us, LLC founded the GEOJANI Esports Gaming™ brand to begin the transition from the past- to now. With an alliance that believes in The GEOJANI Esports Gaming Franchise- It's Game Over!



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