



MA-ZE-UYI

we choose honor

A world of wonder and deep unknowns,
where what looks like magic is a mystery with a cause.

Not sorcery. Science we have not met yet.

Ma-Ze-Uyi is an alternate world grounded in biological divergence, geological anomaly, and culturally interpreted natural law.

What appears mystical to its inhabitants is the result of altered chemistry, evolutionary adaptation, and environmental forces shaped by a primordial cataclysm.

Spiritual symbolism and ancestral philosophy shape culture. The mechanisms governing reality remain material, ecological, and systemic.



Every wonder has a cause



Every culture reads it differently



Both readings are true

The world is already built.

Most transmedia projects pitch a premise. This one has a canon.

250

page world bible

12

geographic regions

10

distinct nations

3,800+

catalogued species

Geology, hydrology, climate, terrain, flora, fauna, language roots, martial systems, governance and lineage — surveyed region by region and nation by nation. The mechanics are consistent, so the stories stay consistent across every format we build in.

What exists today

Built before asking for anything



Novel I

75% complete. Four-part structure, canon-aligned.



World bible

250 pages. Structurally audited and harmonized.



Company

Ontario corporation. D-U-N-S registered. IP application filed.



Team

11 specialists across narrative, concept art and worldbuilding.



Channels

ma-ze-uyi.ca live. Instagram and LinkedIn active.



Imprint

ISBN registration through Library and Archives Canada.

The path is proven.

Africa-rooted speculative fiction has crossed from page to screen — and audiences arrived.



Children of Blood and Bone

West-African-inspired fantasy. Debut novel to bestseller to feature film adaptation.

Novel first. Screen followed.



Black Panther

Comics canon to a cultural-event film, then sustained franchise expansion.

Depth of world made the screen work possible.

Referenced as others' outcomes, not as projections for Ma-Ze-Uyi.

The author is the franchise.

One consistent world, told across every format

Brandon Sanderson built a readership not around a single book but around a documented, interlocking universe — then extended it into games, adaptations and direct-to-audience publishing.

The engine is the same one we have built: a canon rigorous enough that every new product deepens the last rather than diluting it.

*“A world consistent enough to trust
is a world worth returning to.”*

1 Novels

2 Games

3 Interactive narrative

4 Persistent world

One canon underneath all four.

Story as something you enter.

Telltale's The Walking Dead proved a small team could ship episodic, choice-driven narrative that players treated as canon.

Episodic

Ship in parts. Fund the next from the last.

Narrative-led

Our strength is the writing, not the engine.

Small team

Achievable at the scale we operate.

Canon-safe

Player choice inside a world with fixed rules.

Elder Scrolls Online and Warframe show where a documented world can eventually go — a persistent, living space audiences inhabit for years. That is the Year 5 horizon, not the Year 1 ask.

Year One

\$233,000 CAD target • two deliverables, both shippable



Novel I

Published

Editorial, cover, interior layout, ISBN under the PPAPi imprint, and a first physical run for launch, events and bookstore pitching.



First game

Shipped

A focused 2D title built from Ma-Ze-Uyi canon. Proves the world translates to interactive form and seeds the audience for what follows.

Supported by revenue from minor IP products — artwork, newsletters and early digital releases — which also builds the audience Year Two depends on.

Where the \$233,000 goes

Year One, in Canadian dollars. Costed against 2026 Toronto production and independent game development rates.

\$12,000

Novel I production

- Developmental, copy and proof editing
- Cover design and interior layout
- ISBN through Library and Archives Canada
- First physical run and fulfilment

\$128,000

Game I development

- Art and animation
- Engineering and build
- Audio and original score
- Design and narrative integration

\$32,000

Marketing and launch

- Game marketing and store presence
- Novel launch, events, review copies
- Newsletter, artwork, digital releases

\$30,000

Publishing and operations

- Platform fees, store assets, legal
- Accounting, insurance, company overhead
- Software, licences, infrastructure

Contingency — 15%

\$31,000

Total · \$233,000 CAD

Ranges drawn from published 2026 Canadian short-run printing and editorial rates, and independent 2D game development cost reporting. Figures are budget targets, not quotations.

Five years, one world.

Each year funds the next. Nothing depends on a single outcome.

Y1

Novel I published
First game begins

Y2

All three games complete
Novel II begins

Y3

Novel II complete
MMO development
begins

Y4

Novel III begins
MMO continues

Y5

Novel III complete
MMO launches

Three novels. Three games. One persistent world. Built in the order that lets each one pay for the next.

Why this world, and why now



An underserved shelf

Africa-rooted speculative fiction has proven audience demand, and the shelf is still thin. Ma-Ze-Uyi is science-grounded rather than sorcery-driven — a distinct position within it.



Canadian-built

An Ontario corporation, a Canadian imprint, and a team based here. The cultural and export value stays domestic.



IP retained

Every format is developed against one owned canon. No rights fragmented across partners before the world is established.

Who builds it

Eleven specialists today, expanding to fifteen by Year Five.

4

Narrative Directors

3

Head Concept Artists

2

Senior Worldbuilding Editors

1

Business Development Lead

The Creator holds the canon and shares Executive Producer credit with the Business Development Lead, whose role evolves each year — from audience builder, to community manager, to partnership and licensing negotiator.

What is available to license

All rights held by PPAPi — nothing fragmented, nothing optioned



Publishing

Print, digital and audio editions. World English plus translation rights, by territory or worldwide.



Interactive

Game adaptation rights by format — mobile, PC, console — licensable per title or as a slate.



Screen

Film and television option and adaptation rights, unencumbered and available.



Consumer products

Merchandise, apparel, art and collectibles, through the PPA store or a licensed partner.

Every format is developed against one owned canon. Depth of world is the licensable asset — partners inherit a documented universe, not a premise.



Honor is a choice. Reality is measured.

Myth is the language through which science is remembered.

A franchise. A mythology. A universe.

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