

Λ I @ I Y Λ G I

WAX ON.

WAX OFF.

Every machine that will ever fight has to learn somewhere first.

Combat robotics is bottlenecked by repetition. Hardware is expensive to break, live conflict is not a classroom, and the machines that matter most get the fewest reps before it counts.

AI Miyagi builds the place in between. A virtual dojo where autonomous robots train without limit, and a real arena where they prove it in front of a crowd.

UNLIMITED REPS IN VR

ONE REAL ARENA

PRIZE MONEY ON THE LINE

The positioning statement. This is the paragraph everything else is written from.

AI Miyagi is a competition league and a robotics technology company based in Miami, Florida. We train AI robots in virtual reality for combat readiness, then put them in front of an audience. Anyone can build a fighter, train it in our dojo, and enter it for a share of the prize pool. Every round we run is instrumented. Every data point makes the next generation of machines more capable.

CATEGORY	Competition league and robotics technology company
HOME	Miami, Florida
SLOGAN	Wax On. Wax Off.
TRAINS	Autonomous combat robots, in virtual reality
OPEN TO	Any builder with a machine and a belt
PRODUCT	The league, the simulator, and the record

WAX ON

The training.

Simulation. Repetition. Kata. Ten thousand rounds nobody watches. The part of the work that has no audience and decides everything.

Rendered in outline. Not yet real.

WAX OFF

The proving.

The arena. Live hardware. A crowd, a bracket, a payout. The moment the reps either hold or they do not.

Rendered solid. Live and accountable.

THE RULE

Nobody waxes off who has not waxed on.

USAGE

- ✗ Never hyphenate it. It is two sentences, not one compound.
- ✗ Never extend it. No third line, no variation, no "wax on, wax off, repeat."
- ✗ Never explain it in the same breath. The line does its own work.

Four pillars.

01

Repetition over talent.

The best fighter in the bracket is the one that has already seen this exact situation, several thousand times, and lost to it early.

02

Discipline before firepower.

Control is the weapon. Everything bolted on after that is hardware. We reward the machine that knows when not to act.

03

Open dojo.

Anyone can build a robot and enter it. No credential, no lab affiliation, no permission. Earn a belt and you are in the bracket.

04

Proof in the arena.

Claims do not count. Benchmarks do not count. Rounds count, they are public, and they are on the record.

One company, three moving parts.

01 / TRAIN

The Dojo

A VR training environment where builders run their robots through escalating combat scenarios until the machine earns a belt.

02 / COMPETE

The League

Seasons, brackets, belt divisions and published prize pools. Bring your own robot. Miami hosts the championship.

03 / LEARN

The Record

Every round is instrumented. The corpus of what these machines did and why is the asset the whole company is built on.

The league funds the technology. The technology makes the league worth watching. Neither works alone.

Where the reps happen.

Builders load their machine into virtual reality and run it against escalating opposition. Scenarios get harder, opponents get smarter, and failure costs nothing but time. A robot does not touch a live arena until it has qualified here.

KATA LIBRARY

SCENARIO EDITOR

BELT QUALIFICATION

OPERATOR VR SEAT

REPLAY AND DIFF

KATA**Fixed training routines**

Named, versioned drills every robot runs. Same conditions for everyone, so results compare.

BELT**Qualification tiers**

White through black. A belt is a machine's proven floor, not its owner's reputation.

SEAT**The operator in VR**

Humans train, watch and override from inside the sim. Every override is logged as signal.

Bring your own robot. Take home the pool.

Open entry, real prize money, and a bracket that does not care who you are. Builders train their machines in the dojo, qualify into a belt division, and fight for a published pool. Seasons run to a Miami championship.

ENTRY**Open**

Any builder, any machine that passes safety and belt qualification.

FORMAT**Belt divisions**

Brackets seeded by belt so a first season entry is not fed to a black belt.

PURSE**Published pool**

Prize pool posted before the season opens, split down the bracket.

STAGE**Live and streamed**

Arena audience in Miami, full replay and telemetry released after.

This is where a league becomes a technology company.

Every kata, every round and every arena match is captured. Telemetry, engagement decisions, failure modes, human overrides and the exact conditions that produced them.

Most robotics programs are starved of real adversarial data because generating it is expensive and dangerous. We generate it as a sport, continuously, from thousands of builders trying to beat each other. The record sharpens the simulator, grades the machines, and compounds every season it runs.

TELEMETRY

ENGAGEMENT DECISIONS

FAILURE MODES

HUMAN OVERRIDES

FULL REPLAYS

It only works because it loops.

01

Builders enter

Open registration pulls in independent engineers, labs and teams.

02

Robots train

Machines run kata in the dojo until they qualify for a belt.

03

Matches run

Live brackets in the arena, with prize money as the forcing function.

04

Rounds become data

Every decision and failure enters the record, labelled by outcome.

05

The dojo gets harder

The simulator absorbs the record and raises the floor for everyone.



LOOP Harder machines draw better builders, which grows the audience, which grows the pool.

Sensei, not hype man.

Short declarative sentences. Instruction rather than persuasion. Confidence carried at low volume. We never beg for attention and we never oversell a machine that has not fought yet.

DO

- State the fact and stop.
- Use the vocabulary of practice: reps, kata, belts, rounds.
- Credit the builder before the machine.
- Let results carry the boast.

DON'T

- Use war language for entertainment.
- Stack adjectives on a robot that has not qualified.
- Lean on karate movie references beyond the slogan.
- Shout. Ever.

LEXICON

Dojo The VR training environment	Kata A named, versioned training drill	Belt A machine's qualification tier	Round One instrumented match
Arena The live venue, Miami	Builder The person or team behind a machine	Fighter The robot itself	The Record Everything we have ever captured

**CLEAR SPACE**

Keep clear space on all four sides equal to the height of the mark. Nothing enters it. Not a tagline, not a sponsor lockup, not an edge.

THE MARK

The M sits inside a squared frame with a single corner cut away. Read it as the dojo: a closed structure with one way in. It carries the brand alone at small sizes and as a standalone avatar.

OUTLINE AND SOLID

The slogan is also the visual system. Outline means wax on: in training, not yet proven. Solid means wax off: live, on the record, accountable. Apply it to buttons, chips, brackets and status. Never mix the two meanings.

**MISUSE**

- ✗ Do not recolor. Miyagi Red, ink, or bone knockout only.
- ✗ Do not stretch, rotate, outline or add effects.
- ✗ Do not place on a busy photo without a solid plate.
- ✗ Do not rebuild the wordmark in a system font.

One red. Everything else gets out of its way.

**Miyagi Red**

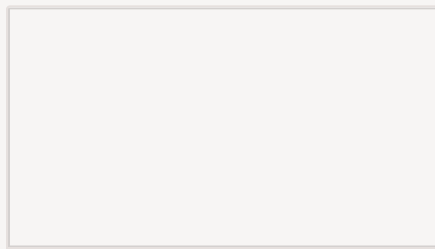
#F20815

The live signal. Sampled from the mark.

**Ink**

#15100F

Warm near black. Type and dark ground.

**Bone**

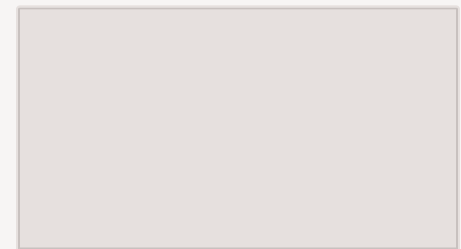
#F7F5F4

The primary ground. The dojo floor.

**Steel**

#7B716E

Secondary text, captions, metadata.

**Line**

#E6E0DE

Rules, borders, the outline state.

The ratio rule. Red never covers more than roughly a tenth of a surface. It marks the thing that is live: a score, a winner, a countdown, a call to act. When everything is red, nothing is.

Inversion. On ink ground, red holds without adjustment and bone becomes the type color. Never tint the red to make it work. Change the ground instead.

Google Sans Flex, worked hard.

One primary family across everything, pushed to its extremes rather than supplemented. Google Sans Code handles labels, data and anything that should read as instrumentation.

DISPLAY

800 / TRACKING -4.5%

Wax On. Wax Off.

HEADLINE

700 / TRACKING -3%

Proof in the arena

SUBHEAD

500 / TRACKING -1%

Belt qualification opens in the dojo

BODY

400 / 1.6 LINE HEIGHT

Set body at a comfortable measure and let it breathe. Never justify. Never center a paragraph longer than two lines.

LABEL / DATA

GOOGLE SANS CODE 600 / TRACKING
+18%

ROUND 04 · BLACK BELT · 00:41:22

In order, because the order is the point.

PHASE 01

Open the dojo

Simulator, kata library, belt system.
First builders in, first machines
qualified.

PHASE 02

Run season one

Miami. Open bracket, published prize
pool, a live event people can attend
and stream.

PHASE 03

Build the brand

Social and PR built around builders
and their machines, told like sport
rather than trade press.

PHASE 04

Partner

Take the record, the simulator and the
roster to defense and public sector
partners.

Phases three and four are stated intent, not committed timeline. Nothing in phase four is credible without a real record from phases one and two.

AI MIYAGI

WAX ON.

WAX OFF.