

# MERGE FIGHTER



Investment proposal Pitch Deck  
March 2023

# Main Persons



Maxim Klochkov  
CEO & Founder

Producer, 3D Expert  
more than 20 years at game industry



Denis Chetverikov  
Bizdev Adviser to CEO

Serial IT entrepreneur,  
Bizdev, Investor



Ruslan Gerasim  
Producer

Gamedesign Expert  
7+ years of game development  
6+ years of mobile game  
development

JoyCraft Games is founded by industry veterans and focused on mobile games.

# Top Previous Titles



**Nitro Nation Drag&Drift**

2012-2014

1st stage of development

AVG ratings **4.6**

AppStore instals **50M+** GP  
instals **50M+**



**Nitro Nation Stories**

2013-2016

AVG ratings **4.5**

AppStore instals **1M+**

GP instals **2M+**



**Nitro Nation Fetty Wap**

2016-2018

AVG ratings **4.3**

AppStore instals **2M+**

GP instals **2M+**



**Hot Wheels Infinite Loop**

2018-2021

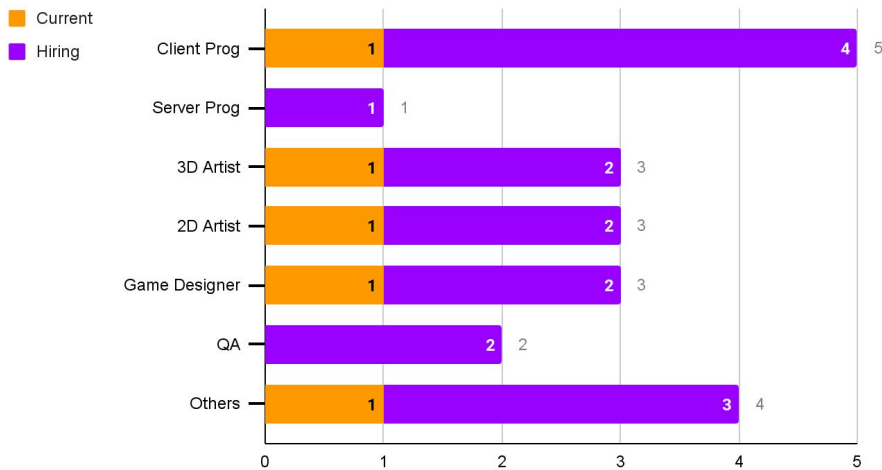
WW Featurings on GP & AppStore

AVG ratings **4.6**

AppStore instals **5M+**

GP instals **5M+**

# Team Composition



Note: You can find the Budget calculation example [here](#)

## Our Main Achievements



## Our Key Partners



We are looking to hire 16 more people in 2023-2024 to scale art production and form an inhouse marketing unit.  
Current Monthly burn-rate is **\$10k** per month. Targeted burn-rate is **\$60k** per month.

Our strategy: hire top-tier heads and remote cost effective development team.

# New Game: Merge Fighter

## MERGE FIGHTER



Merge Fighter is a thrilling mobile game that combines strategy, action, and social elements. Whether you're a casual or hardcore gamer, you'll find something to love in Merge Fighter's exciting blend of mechanics.

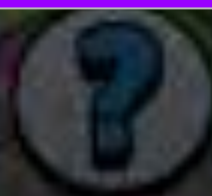
At the heart of the game is the merge mechanic, which allows you to combine characters and items to create more powerful versions of them. As you progress through the game, you'll build a village, recruit new characters, and explore their unique skills and abilities.

But the real excitement comes from the PvP battles, where you'll face off against other players and fight to raise your rating and earn rewards. Whether you prefer one-on-one duels or cooperative battles with friends, Merge Fighter has something for everyone.

Join clans and coalitions to form powerful alliances and take on even greater challenges. With each victory, you'll earn new items and characters that will help you become even stronger and more skilled.

[Android apk and Testflight build are available!](#)

BATTLE DECK

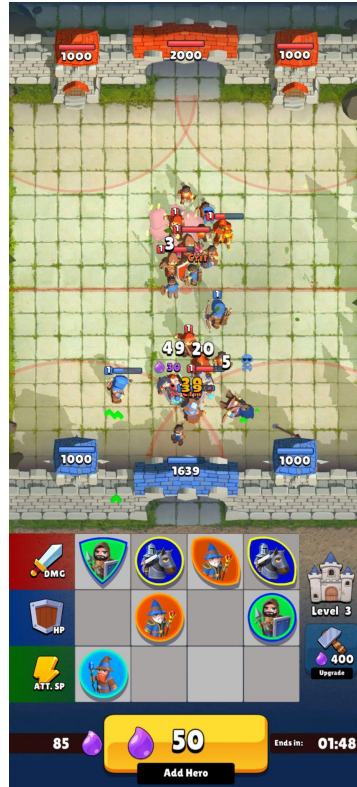


00m31s

01m06s

00m58s

# New Game: Merge Fighter



# Competitor analysis



## Clash Royale

Monthly downloads **3M**  
Monthly revenue **15M**



## Random Dice: Defence

Monthly downloads **180K**  
Monthly revenue **1.4M**



## Rush Royale

Monthly downloads **2.6M**  
Monthly revenue **5M**



## Random Dice: Wars

Monthly downloads **49K**  
Monthly revenue **200K**

After conducting extensive research, we have discovered that Merge games have garnered a significant following and their popularity is on a steady upward trajectory. We are enhancing the traditional mechanics with a touch of midcore and reimagining Rush Royale by incorporating strategic battles. Our vision is to attract a wider audience of midcore players to the genre through this innovative fusion.

We firmly believe that this unique combination presents an exciting opportunity to captivate gamers seeking a new level of challenge and engagement. With the impending soft launch, we eagerly anticipate collecting invaluable metrics that will aid us in further improving the gaming experience.

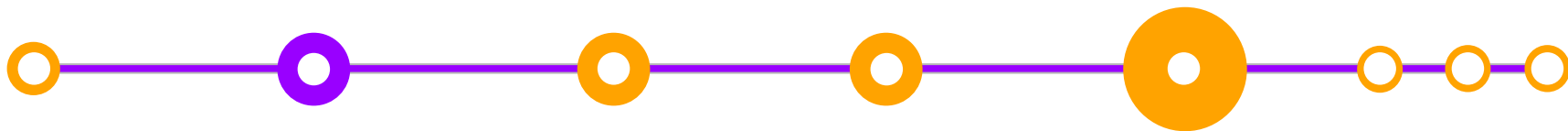
We'll get metrics at the soft launch.

## Our USP

- Unique combination of game mechanics
- The original metagame
- Strong economics and monetization (advertising and inApp purchases)
- Retention corresponding to the genre
- Customization of in-game entities
- Cutest Art style



# Roadmap and KPIs



## Prototype August 22

Basic core gameplay features, 5 heroes, pvp online 1st iteration, F&F feedback.

## Metrics Test Release March - April 23

Released on GPlay. Complete gameplay cycle. Meta functional. Content for first days retention test days of gameplay

## Alpha May-June 23

Released on GPlay. Complete gameplay cycle. Meta functional. Multiplayer battles. Fixes to balance and economy. Content for 7 days of gameplay

## Soft Launch October 23

Released on GPlay. The game is fully functional and has content for at least 30 days of gameplay. First UA campaigns.

## Release December 23

Worldwide release on both platforms and marketing scaling.

## Features not included into the global release January - June 24

product development based on market reaction and traffic inc

## expected metrics

KPI (USA)	Ret D1	Ret D7	Ret D30	PU	ARPPU	CPI	ROI D30
Soft Launch	~50%	25%	10%	4%	\$15	~\$2	60%

# Key Features Schedule



## Metrics Test Release

Feb-March 23

- Card collection feature
- 1 Battle Arena
- 10 unique game cards
- In-game shop
- Base analytics
- Advertising monetization



## Soft Launch

August 23

- 5+ Battle Arena
- Trophy road
- Battle Pass
- Cards Rarity
- Lootbox system
- Daily bonus
- 20+ unique game cards
- Daily quests
- Offers system
- Base localization



## Features not included into the Release

2024

- Clans
- Tournaments
- Challenges
- Leaderboards
- Friends System
- In-game mail
- New multiplayer modes
- Thematics seasons (Halloween, X-Mas etc)
- Skins and customization
- Localization
- News
- Heroes with unique abilities
- Bonus cards rotation system

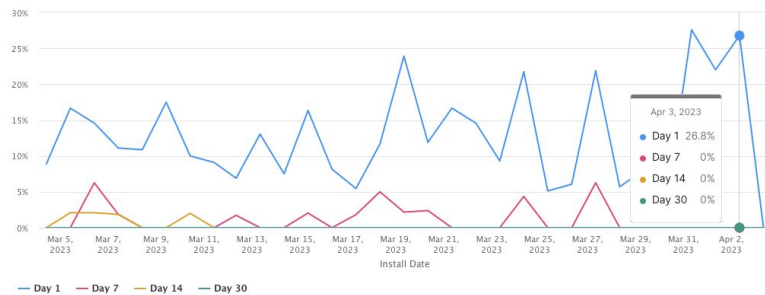


# Current Game Performance\*

\* FIRST UA TESTS VIA FaceBook

The game is currently under development and is using a very small sample size with an insufficient number of users.  
Game has about 4 days content for average active player

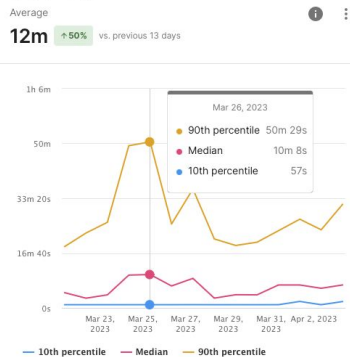
## New player retention



## Daily new users



## Session length

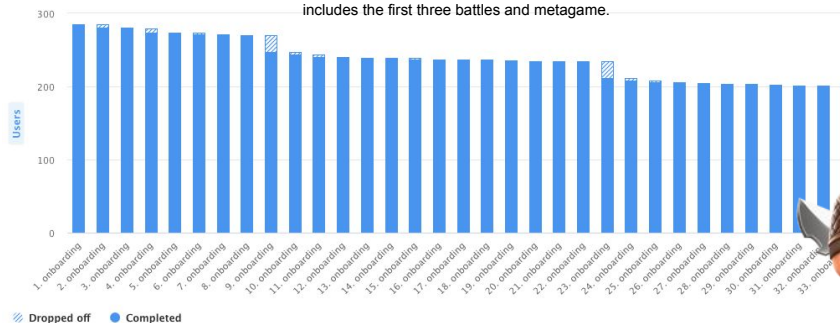


## Completion Rate

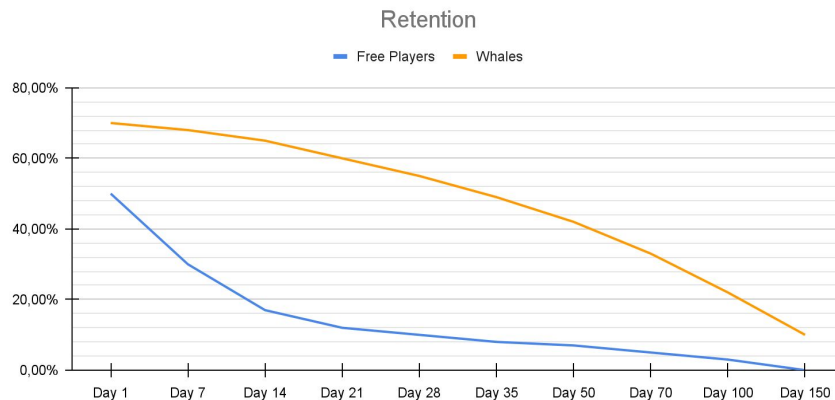
70.5%

## Tutorial completion rate

includes the first three battles and metagame.



# Expected Values of Retention



## Now we are rising 1M\$

As a free-to-play game with in-app purchases and ads, Merge Fighter is built on a sustainable revenue model. Our marketing strategy revolves around purchasing targeted traffic and generating returns on that investment.

As we continue to develop and refine Merge Fighter, we are currently in the process of raising \$1 million to support our ambitious plans for the game. This funding will enable us to hire additional talent, expand our marketing efforts, and ensure that Merge Fighter becomes the next big hit in mobile gaming.

# Thank You



We express our gratitude for your kind consideration and attention.

Should you be inclined to participate in this upcoming round, or simply desire to learn more about our company, please do not hesitate to reach out to us.

We eagerly anticipate the opportunity to connect and share our vision with you.

**Denis Chetverikov**

Bizdev Adviser to CEO

[d4@joycraftgames.com](mailto:d4@joycraftgames.com)

**Maxim Klochkov**

CEO & Founder

[max@joycraftgames.com](mailto:max@joycraftgames.com)

<https://JoyCraftGames.com>