



# DARKLIN WARS

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## REDEFINING THE RTS GENRE

# THE PROBLEM

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- ▶ The demand for **Free to Play** games created financial pressure on developers
- ▶ Developers created opportunities for players to pay for in-game advantages to generate revenue, creating **Pay to Win**
- ▶ This model creates **large game imbalances** and a predictable cycle of **very high player churn**



# THE OPPORTUNITY

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Top MMORTS games earn from 200k up to 3m+ per month in revenue and are downloaded between 5k and 100k+ times per month\*.

Retention is low, ~80% of the players who start in a Kingdom uninstall in the first 60 days. Many players quit because they cannot compete and grow frustrated.



Very high churn rates, but 5-100k downloads per month = OPPORTUNITY

Satisfy those customers with a good experience and they will "stick", creating a base of loyal customers.

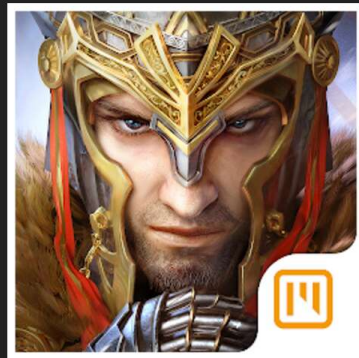
\* Sensor Tower data





# COMPETITORS

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Top games in the fantasy MMORTS space include War and Order, Clash of Kings, Warhammer, Clash of Empires, Game of Kings, among others.

All of these games have a strong pay to win component to them, offering in-game advantages to players through “packs” sold for between \$4.99 and \$149.99.

A new MMORTS will have a difficult time breaking into this market without a serious differentiator.

We believe that removing pay to win as a factor in Darklin Wars will be what is needed to gain significant social traction and marketshare.



# OUR SOLUTION

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Create a payment model that starts with "Free to Play" and provides players who enjoy the game a subscription level of \$9.95, allowing us to:

## **Create Competition**

Eliminating Pay to Win  
will create true competitive  
balance.

Competitive balance  
increases satisfaction  
and lowers churn rate.

## **Reduce Player Churn Rate**

Better gameplay with  
a subscription model  
will go viral

## **Spread with Viral Marketing**



# REVENUE MODEL

There are three planned sources of revenue in Darklin Wars.

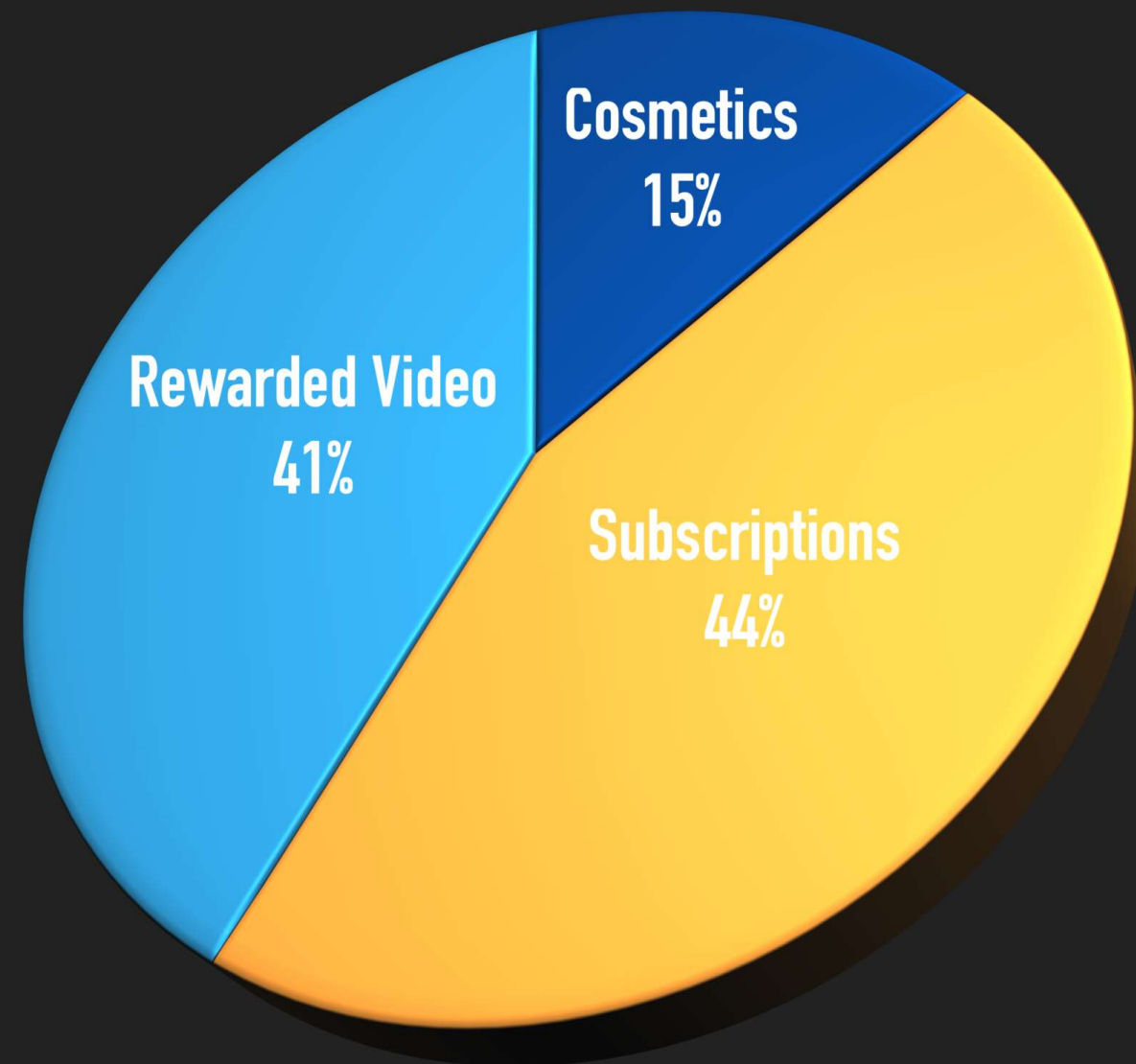
- ▶ Subscriptions
- ▶ Rewarded Videos
- ▶ Cosmetic Enhancements

Est. net revenue generated per subscriber:

- ▶ \$6.97/mo. net subscription\*
- ▶ \$0.70/mo. average cosmetics\*\*
- ▶ \$0.51/mo. ad revenue per player

\* 70% of the \$9.95 subscription price

\*\* 10% of the revenue generated from subscriptions





# MARKETING STRATEGY

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## Online CPC Mix After Launch (Subscriber acquisition costs of \$37.42\*)

Facebook Ads

Search Engine Ads

Reddit Ads

## Social Fan Base

Facebook - 1,461

Twitter - 2,073

Instagram - 922

YouTube - 159

Discord - 431



Continue to engage and grow fan base with a goal of 15,000 engaged fans by the launch of the game.

## Brand Awareness

Enlisting YouTube streamers to build excitement and engagement

Directly talking with gamers in competing games

\* Liftoff Mobile Gaming App Report

These are forward-looking projections and are not guaranteed



# ALPHA ROADMAP

## SPRINT 1

Combat Updates  
Account Binding

## SPRINT 2

Combat Updates  
Subscriptions

## SPRINT 3

Castle Art  
Hall of War  
Shields/Speeds

## SPRINT 4

Embassy  
Mustering Grounds  
Chat Update

## SPRINT 5

Merchant  
Gold Mines  
Darklins

## SPRINT 6

Alliance Keep  
Alliance Library  
Heroes

## SPRINT 7

Alliance Towers  
Minor Founts  
Heroes

## SPRINT 8

Alliance Towers  
Minor Founts  
Enchanting

## SPRINT 9

Bug Fixing  
Alliance Relationships  
Dark Towers

## SPRINT 10

Major Founts  
Monster Camps  
Optimization

## SPRINT 11

Marketplace  
Optimization

**BETA RELEASE  
PLAY BALANCING**

**FINAL RELEASE  
IN APP STORES**

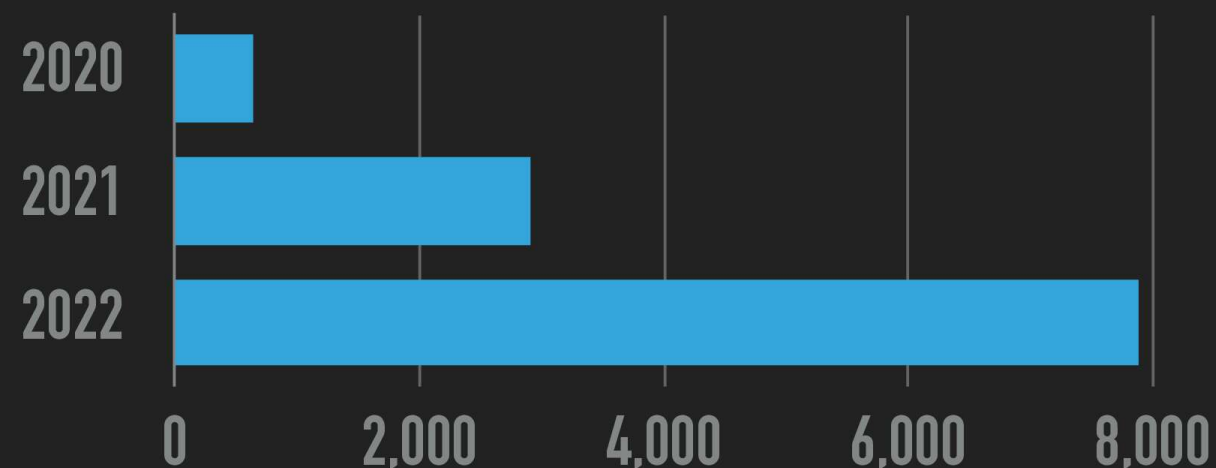
Target: January 2021



# FINANCIAL PROJECTIONS

Include customer acquisition, cashflow and key metrics

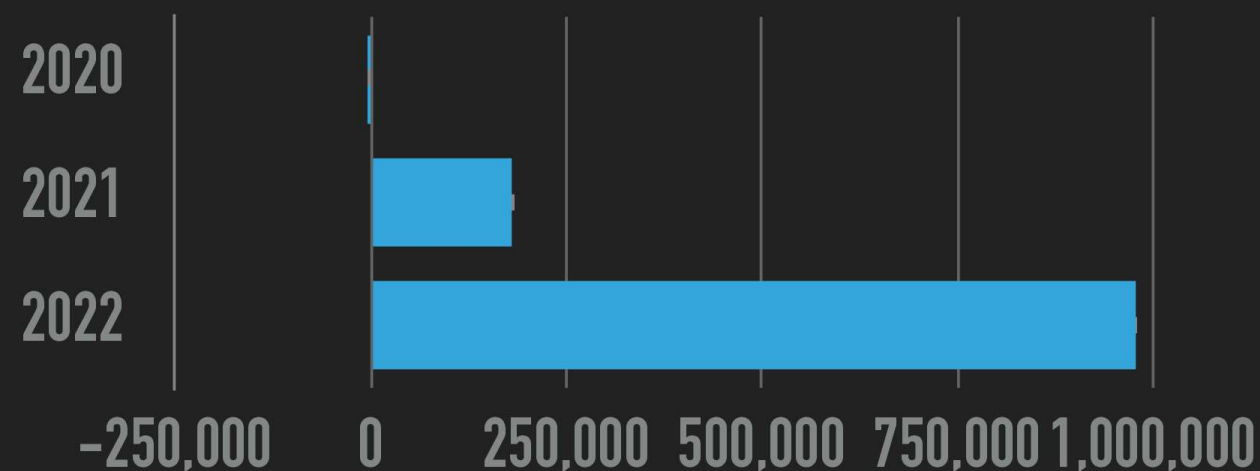
## SUBSCRIBERS BY YEAR



## REVENUE BY YEAR



## PROJECTED P/L



\* 2020 reflects 1 month of projected revenue

These are forward-looking projections and are not guaranteed



# THE TEAM

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**Matt Lobel**  
Project Lead



**Jeff Luna**  
Lead Developer



**Mehul Vadodariya**  
System Architect

A diverse and cohesive development team that has developed a strong rapport during the creation of the demo.



**Evelyn Fernandez**  
QA and Promotions



**Cesar Santor**  
Art Director/3D Artist



**Tiziana Ruiu**  
Concept Artist

