



Company Profile

Founded: Jul 2019
Headquarter: Limassol, Cyprus
Employees: 20
Industry: mobile games development
Status: soft launch worldwide

Team

Sergey Panferov, Founder, CEO

Veteran of game development - 14 years
EMBA Stockholm School of Economics
ex. Mail.Ru Group (VK)

Dmitry Blinkov, Senior Game Designer

Veteran of game development - 8 years
ex. Social Quantum (game Megapolis)

Mikhail Zaitsev, CTO

Veteran of game development - 8 years
ex. Plamee (Playtech)

Vitalii Isaev, Angel Investor

Serial entrepreneur. Founder of letitbit.net,
space307.com, SpaceFox.com

Partners & Awards

Google NBS Scaled Digital - Aug 2020

Assistance program for promising projects.
Market analysis and advertising campaign
based on successful competitors' campaigns

GAME DRIVE 1.0 - Feb 2021

Awardee of the game developers competition.
Received Exclusive Market Research from
Google and Game Analysis from MGVC

Nexters Boost - Sep 2021

Participant in the Game Developer Acceleration
Program.
The producer of the game Hero Wars is
mentoring our development.

Financial Info

Investments: 750 000\$ (Pre-seed)
Monthly burn: 20 000\$ (goal 35 000\$)
Cash Balance: 32 000\$
Seeking: 800 000\$ (Seed)

Contact

Sergey Panferov

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We are a global game development team. Our goal is to create new unique games that reflect the dreams of players all over the world.

Problem

Many fans of mobile turn-based RPG games are deprived of the same variety of game mechanics as on PC.
The main shortage is felt in the modes of location exploration.

Solution

We made mobile game Final Dungeon. As a basis, we took the classic battler game mechanic and combined it with roguelite elements.

To create interesting locations, we made UGC mode for players to create their own locations.

We gave players the opportunity to compete in the development of their locations and the passage of opponents' locations by analogy with Clash of Clans from Supercell.

Market

Mobile Tactical Turn-Based RPG genre revenue in 2020 was **\$8.7B** (+7% YoY) [Source: Google Turn-based RPG genre analysis for Game Drive Demo Day].

There are many top grossing games in this genre from different developers such as AFK Arena, Raid: Shadow Legends, Fate / Grand Order, Hero wars, Epic Seven, Another Eden.

Potential annual market share is **\$235M per year** after 5 years of development and scale. Estimate based on Hero Wars analytics [Source: Nexters Global Investor Presentation Feb 2021]

Metrics

Goals based on top grossing Turn-based RPG games from Google genre analysis for Game Drive Demo Day for US.

	Final Dungeon	Benchmark
Day1 Retention	✓ 37 %	32 %
Day7 Retention	11,2 %	13,6 %
% Payers	✓ 11,4 %	2,9 %
Week1 ARPInstall	✓ \$2,6	\$1,4
CPM Rewarded	✓ \$564,86	\$13,16
CPI	✓ \$5	\$12,2

While the content is in the game only for 7 days and metrics are carried out only for the specified period.

In November 2022, after the launch of content for 1 month, we will expand the assessment.

Future development should increase long-term return rates. So far, basic monetization has been added to the game and its further development will exceed the market averages.

The release is scheduled for **May 2023**.