DarklinWars

REDEFINING THE RTS GENRE

THE PROBLEM

▸ 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**

Free to Play VS Pay to Win

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THE OPPORTUNITY

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.

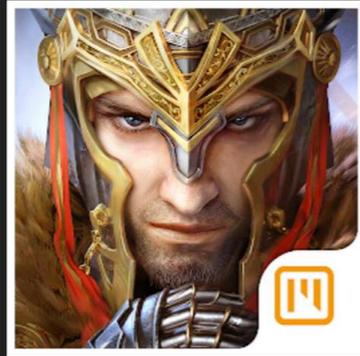Very high churn rates, but 5-100k downloads per month = OPPORTUNITY

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

* Sensor Tower data

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COMPETITORS

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.

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OUR SOLUTION

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

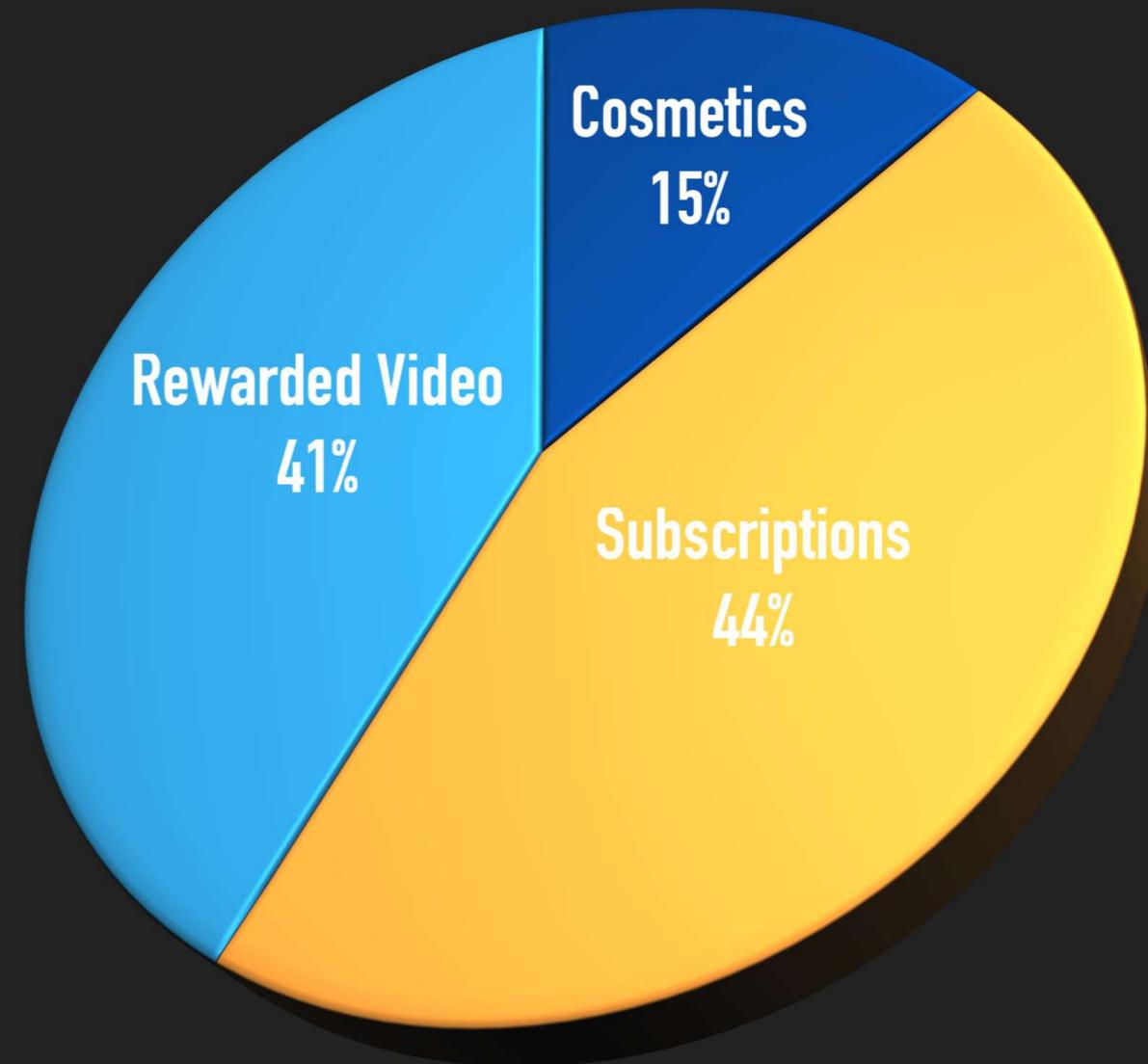**Spread with Viral Marketing**

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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

Cosmetics 15%

Rewarded Video 41%

Subscriptions 44%

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MARKETING STRATEGY

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

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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
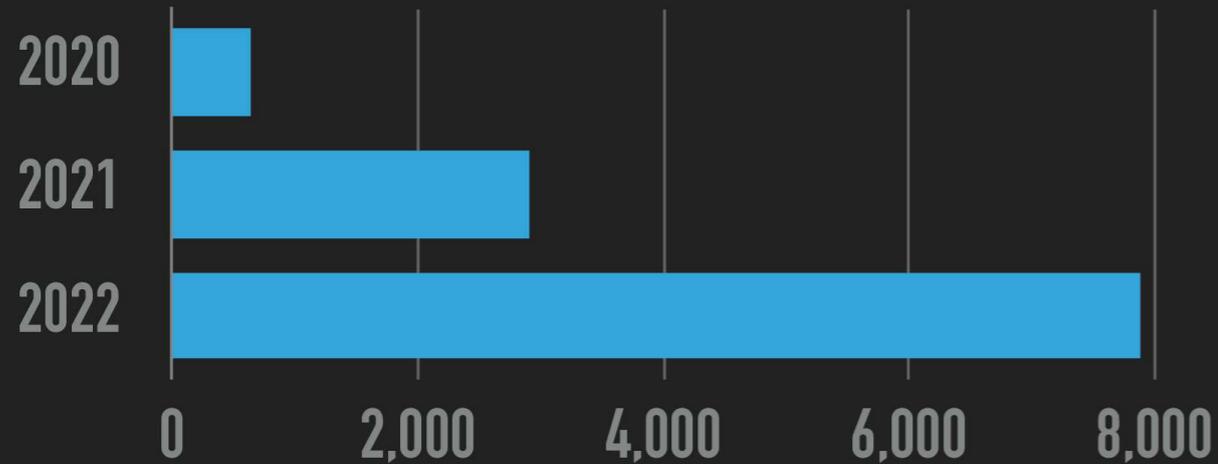
**BETA RELEASE
PLAY BALANCING**
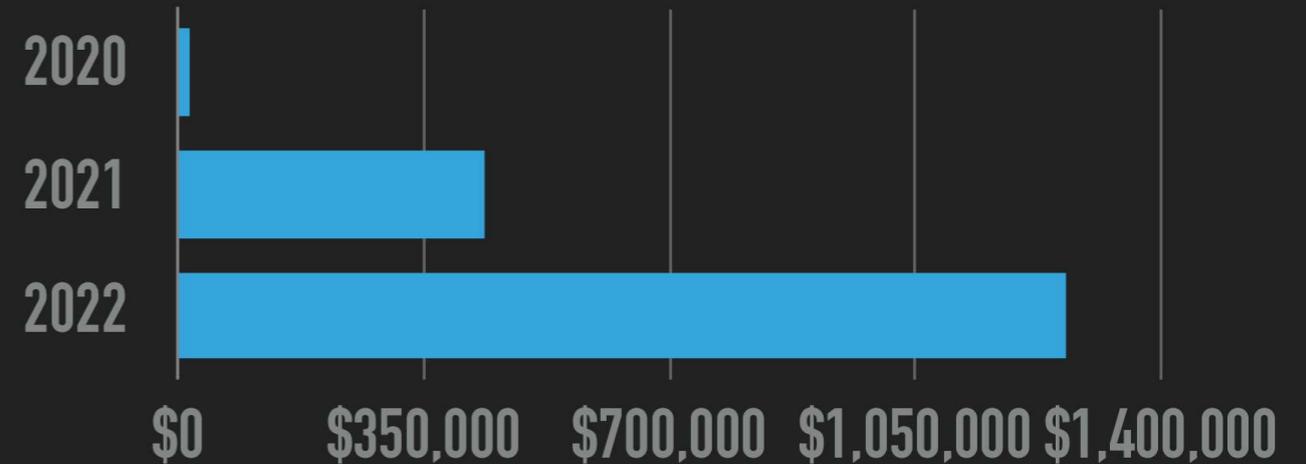
**FINAL RELEASE
IN APP STORES**

Target: January 2021

FINANCIAL PROJECTIONS
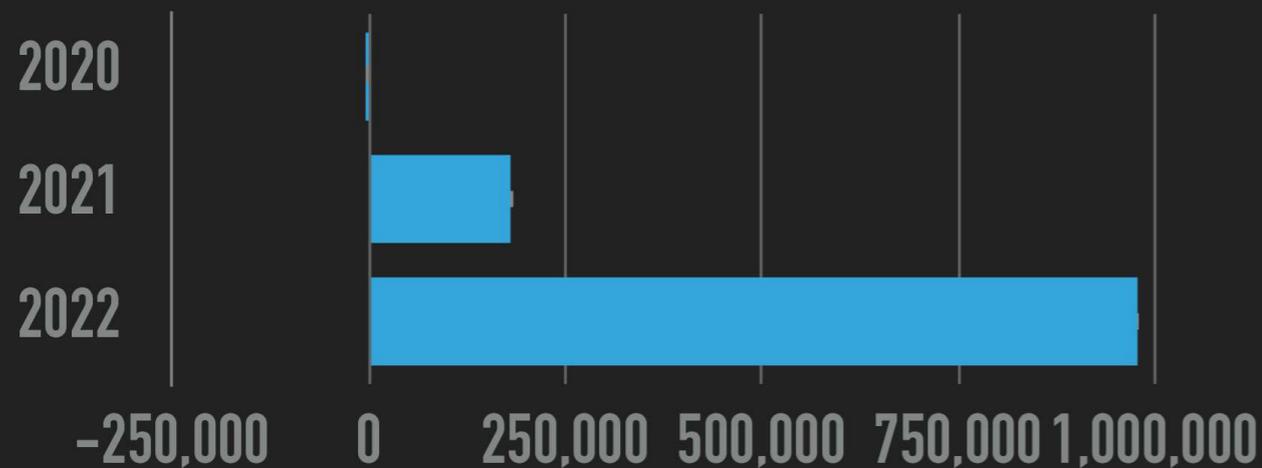
Include customer acquisition, cashflow and key metrics

SUBSCRIBERS BY YEAR

Year	
2020	
2021	
2022	

0   2,000   4,000   6,000   8,000

REVENUE BY YEAR

Year	
2020	
2021	
2022	

$0 $350,000 $700,000 $1,050,000 $1,400,000

PROJECTED P/L

Year	
2020	
2021	
2022	

-250,000   0   250,000   500,000   750,000   1,000,000

* 2020 reflects 1 month of projected revenue

These are forward-looking projections and are not guaranteed

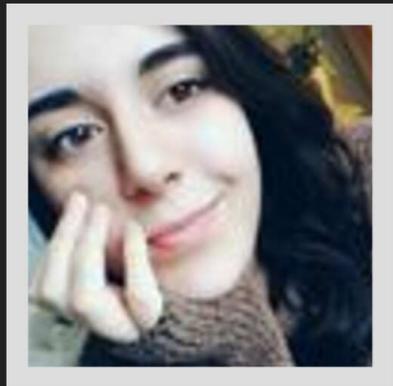DarklinWars

THE TEAM

Matt Lobel
Project Lead

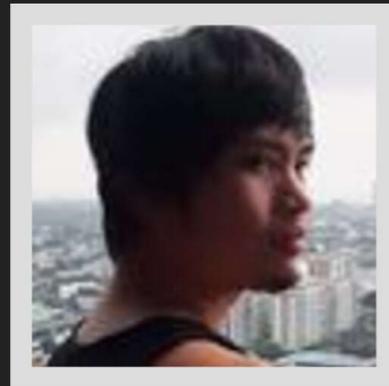**Jeff Luna**
Lead Developer

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

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