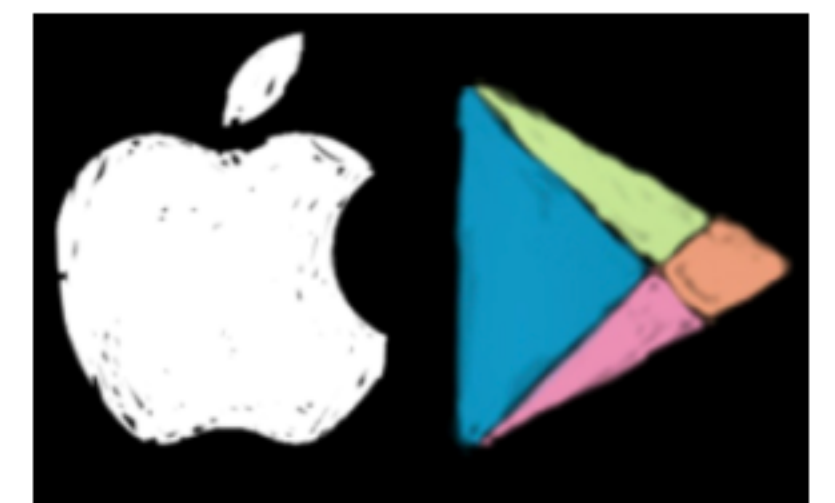




Investment Partner Proposal Pitch Deck
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fiona@yopunky.com



THE GAME

Mindless Senseless Game

A freemium mobile endless runner for teen girls. Collect kombucha to make you fly, avoid creepy flasher dudes, pay to upgrade your outfit - all to the coolest new teen girl music.



THE TEAM

2004-2005 Fiona & Dr. Mike worked together at Ratbag Games on Wheelaman (Midway) and Dukes of Hazzard (UbiSoft) for PS4.

2012 Founded YoPunky Pty Ltd an intersectional media and production company.

- Received funding from the South Australian Film Corporation and South Australian Angels to make prototype.
- Currently studying C/C# programming at 42 Adelaide

Fiona Percival
She/Her
Co-Founder of
YoPunky.



BROUGHT TO YOU BY THE INTERSECTIONAL
MEDIA TEAM AT
YOPUNKY PTY LTD

Company manifesto

The YoPunky manifesto is to produce bold, entertaining, intersectional content with a harm minimization theme for young women aged between 12 and 18 that reflects the actual lived experience of the audience, and is driven by women creatives.

Working tirelessly to come up with ways to grow this brand to help teen girls survive the teenage years.

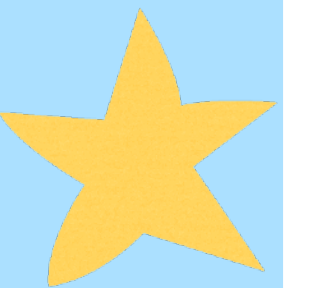
- Executive Producer & Director of film company Our Bizniss for 26 years
- Oversaw the white version of MSG being put on the app stores
- Co-Founder of YoPunky



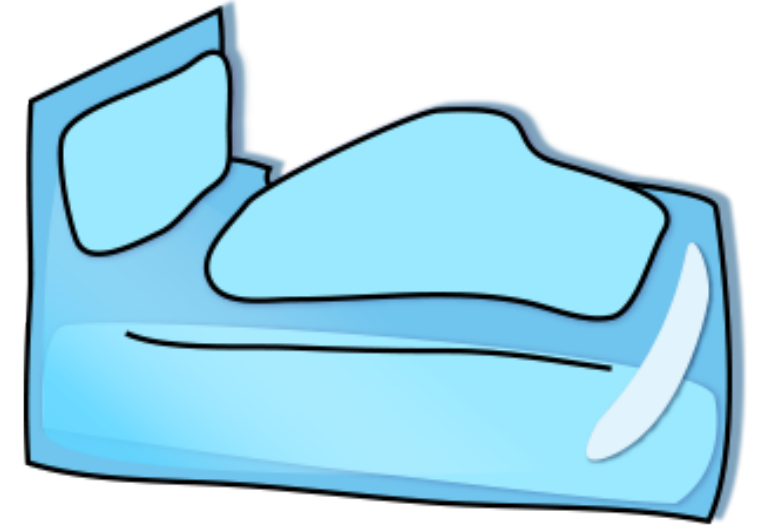
Cathy Beitz
She/Her
Co-founder of
YoPunky

Team

- Cathy & Fiona. Co-Founders and Directors
- 2 C# Unity Programmers (contractors)
- 1 artist (contractor)



WHY THIS GAME?



DONT GET
DRUNK AT
PARTIES

UNLESS YOU
HAVE A
FLYING BED
THAT CAN FLY
YOU HOME

Currently there is little (nothing) on the mobile app stores for teen girls that represents their lived experience. We are creating an easy to use mobile game with funny, sassy, life preserving tips which are sharable on socials. A simple game that teens can *tap, tap, tap*, whilst they *chat, chat, chat*, to friends on the train.



THE VISION

The vision is to make the game, make an companion animated series for a streamer like Netflix, cross market, make the characters famous, then make four more versions of Mindless Senseless Game. We want to end up with a RPG where the teen audience can watch the characters on TV, and then interact with them in our game, whilst learning valuable life lessons about staying safe at parties and life.

POINT OF DIFFERENCE

The difference between Mindless Senseless Game and other mobile games is that our characters are award winning film stars!



Each level has a life preserving tip at the beginning and a crazy dance scene at the end. Riding that endorphin hit and inspired by TikTok, our users will jump up and dance on the train, along with our cheeky, loveable characters to fresh new beats.



THE MARKETING PLAN

Young women will help market Mindless Senseless Game to other young women. We are creating a game that 12 year olds will recommend to each other as there has never been a game like this before. Word of mouth about the funny themes and tips will have one 12 year old tell the next to download it and play. The goal for the game is to be an anti-anxiety calming tool to reduce teenage angst.

THE PLAYERS



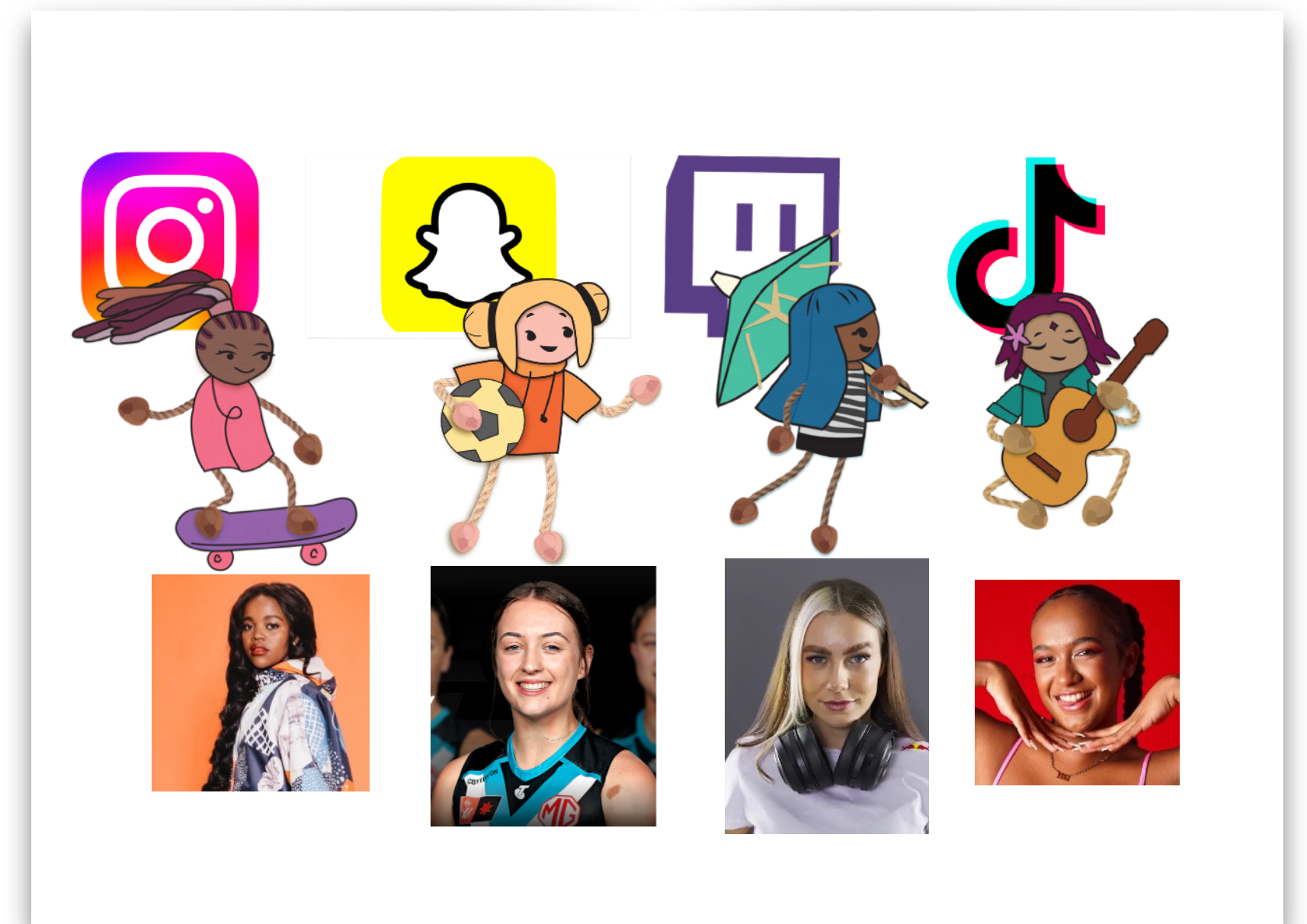
We asked teen girls what games they wanted to play. They were very clear that they wanted simple games, they said “mindless, senseless games” and so the freemium endless runner mobile brand was born- MINDLESS SENSELESS GAME.

THE MUSICIANS



Young female musicians whose track we used on levels will help promote outfit upgrades in MINDLESS SENSELESS GAME. In return they will receive a share of the profits.

THE INFLUENCERS



Young female influencers who are aligned with the brand will help promote outfit upgrades in MINDLESS SENSELESS GAME. In return they will receive a share of the profits.

MONETIZATION

In App Purchases and In App Advertising



WEAR WHAT YOU WANT!

Be a space princess, rock n roll dragon. 10 crazy outfit levels to implement.

Outfit upgrades are \$1.99 per level. The ultimate user can spend about \$12* on In-App-Purchases for different outfits.

App revenue

	1st quarter	2nd quarter	3rd quarter
	100,000 downloads +10,000 users spending \$12/user =120,000 revenue	200,000 downloads + 20,000 users spending \$12/user =240,000 revenue	300,000 downloads + 30,000 users spending \$12/user =360,000 revenue
Musicians	\$400x10= \$4000	\$800x10= \$8,000	\$1200x10= \$12,000
Influencers	\$1,000x10= \$10,000	\$2,000x10= \$20,000	\$3,000x10= \$30,000
Apple 30% share	\$36,000	\$72,000	\$108,000
Google 15% share*	\$18,000	\$36,000	\$54,000
YoPunky & Publisher	\$62,000	\$118,000	\$156,000
	*Google 15% for the first \$1M (USD) of earnings each year		

THE TIMELINE



MILESTONE 1

MSG on Google Play and Apple Store . Level 1 with working SHOP. WebGL version online. No SHOP but OUTFITS MENU working for marketing and influencers purposes.

Contract signed with marketing company (at this stage Double Jump).

MILESTONE 2

Unreleased update with draft new FEATURES and animatic CUT SCENES

Marketing strategy at first draft, influencers finalized with contracts offered.

RELEASE

MSG released on stores with 10 levels and all FEATURES functioning. Fully animated CUT SCENES.

Marketing company begins marketing campaign.

KPI - 1st quarter

100k users

Early adoption of MSG will allow producer Julie Byrne to take the animated series to film and TV markets in October and November.

KPI - 2nd quarter

200k users + 20,000 users purchasing outfits. KPI \$ reward for influencers and musicians.

KPI - 3rd quarter

300k users + 30,000 users purchasing outfits. KPI \$ reward for influencers and musicians.



Underscoring the importance of making games inclusive, Dove says gaming has become the number one form of entertainment for teen girls in the US, with 83 per cent playing video games in their spare time and 60 per cent playing before the age of 10.

The company also says gaming can provide therapeutic benefits such as stress relief and brain stimulation, and that many women and girls are using video games to build connections and communities.

THE ASK

We need a publisher to fund the game to completion and to fund the marketing campaign.

\$30k needed to finish the game \$15k needed in marketing fund.

**Projections are to raise \$336k
For a \$30k investment that's profit \$306k.
YoPunky will take 20% \$61,200, the Publisher will get 80% \$244,800.**



Link to the playable prototype & pitch video

<https://www.yopunky.com/mindless-senseless-game>

www.yopunky.com

fiona@yopunky.com

+61 (0)416 323 443