

Team LSW Terry Jin



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## What is the problem?

# **The Problem**

Most games are 'the same'.

• Fight stuff

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- Shoot people
- Sport games

#### But what else?









# Life-Simulators



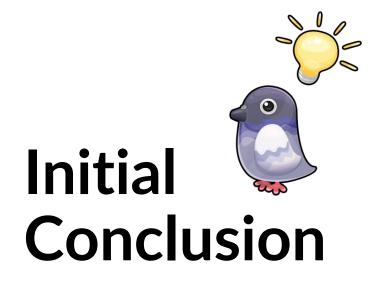
- ~ 10-15 Million Copies
- ~ \$100M total revenue
- 1 man team...



- Best selling game, ever?
- ~ 35 Million Copies
- ~ \$1.5B Revenue (year 1)
- ~ 100 person team



- Best selling in franchise
- Still growing
- > 20 Million Unique Players
- Big team, though... > 100



#### Little competition for life-sims!

- 1. Casual games have much larger revenue
- 2. More female gamers are important
- 3. Gaming industry growth
- 4. Significant mobile gaming growth

#### Good life-sim games 'can' be very successful. There is also relatively little competition.

(Sorry for stating the obvious, perhaps not a profound conclusion)



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## Solution: Little Sim World

- Casual, Colourful 2D Life-Simulator
- Customise, furnish and explore
- Planned launch on PC/Mac & Mobile
- One of a kind game, best in class for its genre (simulation, casual)



### Can we really solve the problem, though?

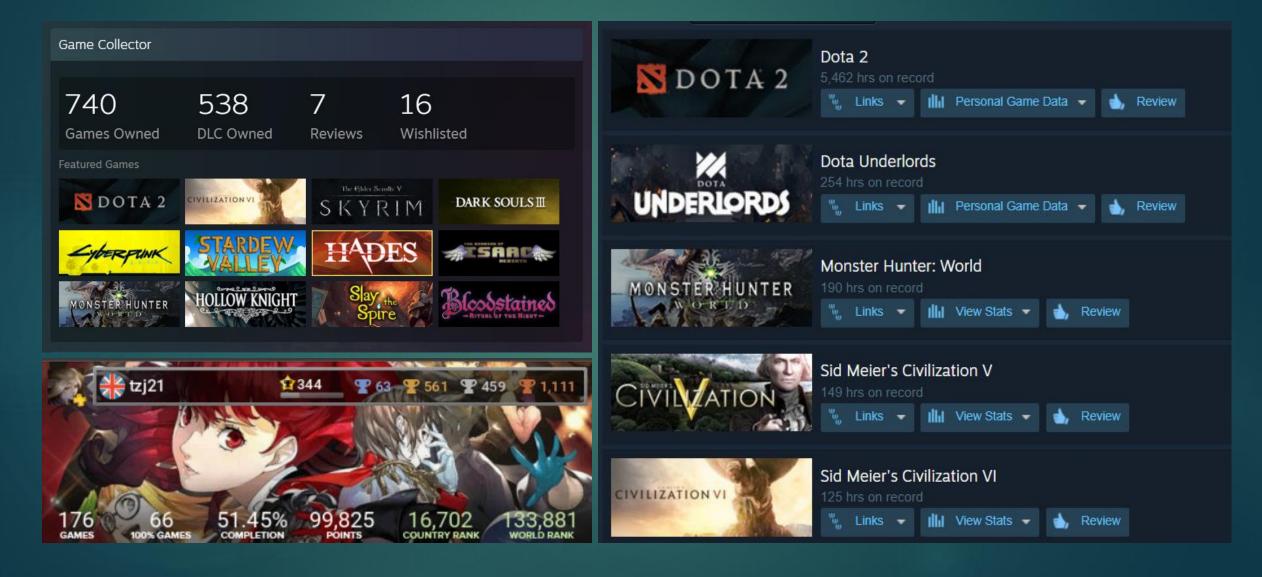
# **Terry Jin**

- Astrophysics PhD, University of Cambridge
- Specialisation in Dark Matter Physics
- Passionate about Startups & Gaming
- Generated ~\$5M in profit over last 8 years

CV: <u>https://tzj.io/</u>



#### ...also a harcore gamer



## Team LSW



# **LSW Timeline**



#### Development cost to date: ~\$200k\* (\*underestimation)





- Continuous development cycle
- Updates for next ~5 years+
- Many funding sources
- Low pressure from initial sales
- Very low burn due ~\$15k/m
- Predicted revenue \$100M in 5 years

# Thank you!

Website: <u>https://lsw.gg</u> Twitter: <u>https://lsw.gg/twitter</u> Patreon: <u>https://lsw.gg/patreon</u> Youtube: <u>https://lsw.gg/Youtube</u>

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