



Little Sim World

Team LSW

Terry Jin



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What is the problem?

The Problem

Most games are 'the same'.

- Fight stuff
- Shoot people
- Sport games

But what else?



Life-Simulators

STARDEW
VALLEY



- ~ 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

Initial Conclusion



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)

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: <https://tzj.io/>



...also a hardcore gamer

Game Collector

740	538	7	16
Games Owned	DLC Owned	Reviews	Wishlisted

Featured Games

tzj21

344	63	561	459	1,111
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176	66	51.45%	99,825	16,702	133,881
GAMES	100% GAMES	COMPLETION	POINTS	COUNTRY RANK	WORLD RANK

	Dota 2 5,462 hrs on record Links Personal Game Data Review
	Dota Underlords 254 hrs on record Links Personal Game Data Review
	Monster Hunter: World 190 hrs on record Links View Stats Review
	Sid Meier's Civilization V 149 hrs on record Links View Stats Review
	Sid Meier's Civilization VI 125 hrs on record Links View Stats Review

Team LSW



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Designer



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Artist



Tina
Artist



Pedro
Animator

LSW Timeline



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

Conclusions

We are very low risk!



- 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!

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