

Game Pitch Deck for

The **Elites** of Mboa



Social parody Multiplayer game to **make 170M Africans laugh every 5 minutes**

Platform: Android & iOS



Kiro'o Games



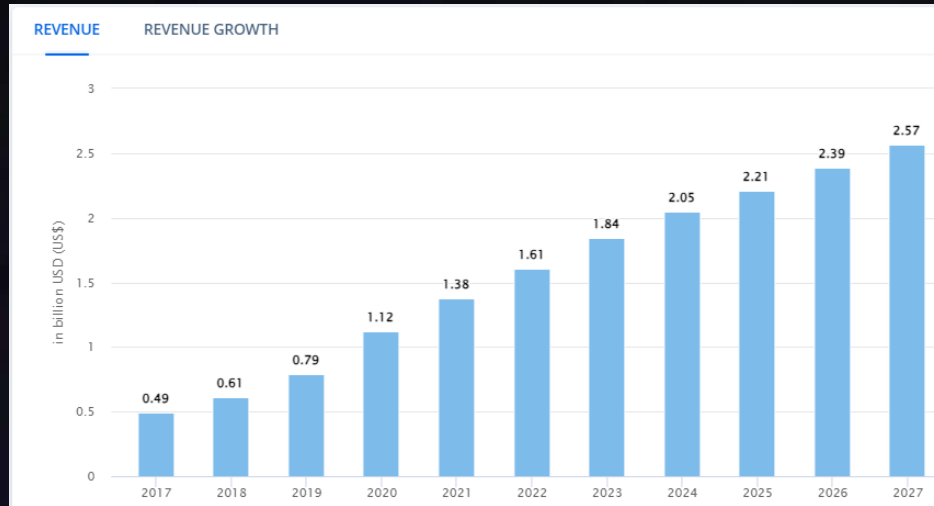
<https://kirooworld.com>



founders@kiroogames.com

Africa is one of the fastest growing market in mobiles games revenue.

Why this game?



1.12Bn USD
Revenue in 2020

1.84Bn USD
Revenue in 2023

2.57Bn USD
Projected Revenue
in 2027



We (Africans young adults) are the most lucrative demographic of this growing market.

There is not a game designed especially for us yet!!

Why this game?



What do young Africans talk about Every Day?

160M

connected Young adults in
Sub-Saharan Africa

8M

Young African Diaspora
in Europe and America



Expectation



Reality

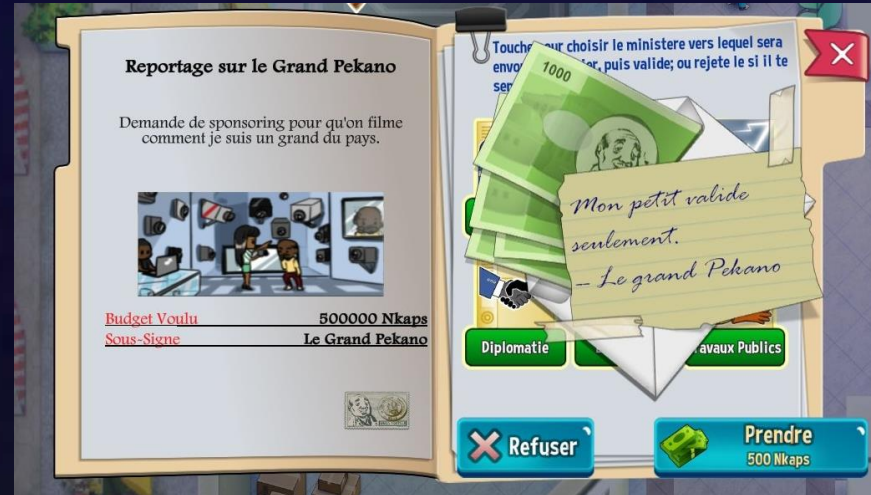
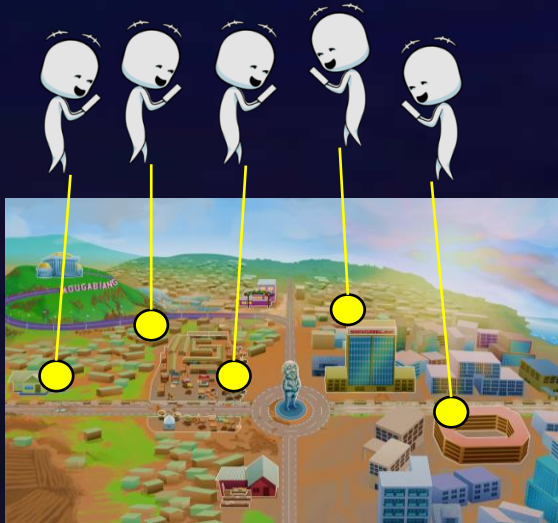


We are struggling to meet the expectations from our traditions & families in our private and social life.

And **why are we poor** while our governments and elites are living their best life's?

Let's create a funny game that will help us to **simulate and find answers to those boiling questions**

Social gameplay



50 players are the government of a virtual town

And they share common resources
(Electricity, health, etc.)

They must manage common projects through their choices,
thus positively or negatively impacting the development of
the city, as well as that of the other players.

They also receive corruption bribes from some NPC
to select a company with bad project.

Those common projects will be highly inspired by real
projects of the African continent and their backstage stories.

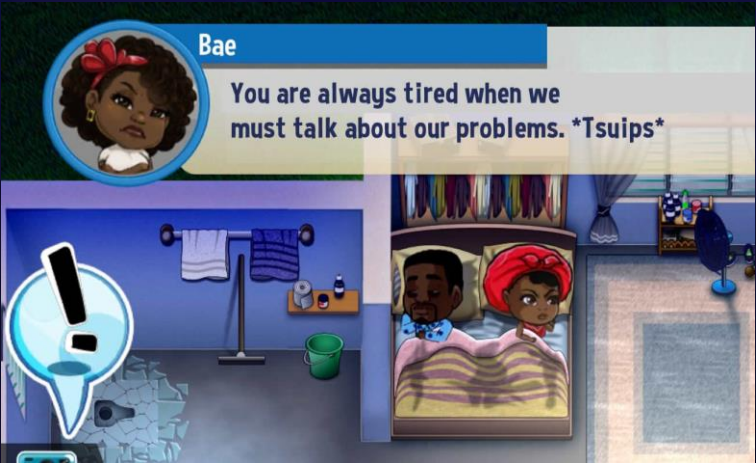
Players use their influence to push the
common decisions they want.
And they share the consequences like
power cuts or cheap electricity.

We will simulate in a funny way our social, love and family life for the 1st time in the African history

Solo gameplay



Play your career as a man or a woman and earn money.
Each one has their own realities.



Enjoy a vibrant personal life filled with laughter and loved ones.



Acquire better clothes, better house by doing favor for the others Elites of Mboa.



A **demo** of the game **is available**, and players are **to finish the game**.

Demo already available



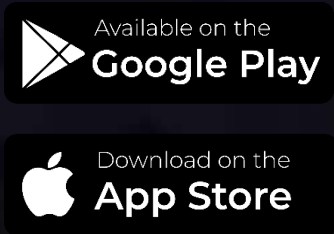
4.5/5
★★★★★
By 3.4K players

60K
Organic download.
Each player has recruited an average of 10 more

70%
of Players finished the Alpha

21min
Average session time per player

43%
D1 retention



[>> Click here to Discover the Trailer <<](#)

d daniel itumu
★★★★★ 29 mars 2024
Jeu très addictif L'esprit 237 ainsi que la réalité du "terre" y sont très bien représentés

J Jenny Aye
★★★★★ 15 mars 2024
Gar c'est la magie du jeu tout le mboa représenté pardon sortez le jeu pardon seulement....le jeu n'est pas toujours sortie svp

David Ikome
★★★★★ 17 novembre 2020
Salut la team. Je fini la version d'essai Franchement il est super cool. J'ai fini sans m'arrêter. Il est parti pour être un des plus grand jeu mobile adapté au style Africain. Moi j'ai rien a dire.

J Jeanne Marie Lolita Beyala Mbarga
★★★★★ 3 septembre 2022
L'expérience était superbe 🍌 . Je me suis éclatée d'abord en me mettant dans la peau d'un homme ensuite en affrontant certaines positions qui après plusieurs tentatives m'ont permis de voir que même dans des situations complexes on a toujours le choix. L'étoile supplémentaire est donné pour la possibilité de jouer hors réseau car les mégas sont dure au mboa. La suite est fortement réclamée 🍌
79 personnes ont trouvé cet avis utile

The game can generate **450K USD per month** with 200K Daily Users in Africa

Monetization

TARGETS

We reach and maintain at least
200K DAU

- 195K DAU in Africa
- 5K DAU out of Africa



IN APP PURCHASE

146K USD/month

Projected Monthly Revenue
from month 24

Conversion Objectives

- 2% DAU converted to pay.
- Average transaction in Africa **1.99 USD**
- Average transaction Out of Africa: **9.99 USD**

REWARDED ADS

77K USD/month

Projected Monthly Revenue
from month 24

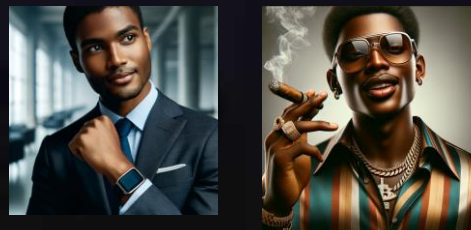
Conversion Objectives

- 70% DAU watch 5X2 Ads per Day.
- Average EcPM in Africa 3 USD
- Average EcPM Out of Africa: 15 USD

VIP PASS

200K USD/month

with 10K limited VIP Pass
at 20 USD per month



450K USD
Projected Monthly Revenue

We need **20 months to build and test** the game,
And **16 months to monetize it.**

Budget

7.8M USD

Total Expenses (36 months)

- \$2.4M in Marketing
- \$2.8M in selling
- \$1.6M in Server
- \$700K in HR
- \$300K in Fixed cost

13.3M USD

Total Revenue (36 months)

- \$5.6M IAP
- \$2.9M IAA
- \$4.7M VIP Subscriptions

5.5M USD

Projected profits (36 months)

We are raising

1M USD

By Equity &
Grant

With a direct need of

250K USD

To generates 350K USD Revenue

We need 1M USD in funding to generates those 5M USD profits

We are raising
1M USD

By Equity for 15% of Kiroo Corp

With a direct need of
250K USD

To generates 350K USD Revenue

Use of the first \$250K funding



- **\$150K** to Build a Multiplayer prototype
 - **\$50K** to launch a Preorder Marketing Campaign
 - **Objective: + \$200K VIP Pass preorders by 10K players.**
-
- **\$50K** to launch a Marketing Campaign on our Xbox Game
 - **Objective: + \$100K revenue with 10K Sales in US + Europe**

Investment Options: You have 2 ways to become investors in this round



Crowdfunding Investor

- Invest from **1K USD** to **10K USD**
- You will by syndicated



Major Investor

- Invest from **50K USD** commitment
- Get **25% discount** on share price
- You can split investment in 3 wires

Equity & Shares Options

For this round we offer **preferred B1 shares with incentives ROI options**.
This offer is only available for the current early stage,
investors in later rounds may only rely on M&A exits and lower Buy-Out or margin.



What does it means?

- We are raising 1M USD to generates 5M USD profits in 36 months
- Our Annual Burnrate is < 1M USD (African low cost advantages)
- So we can dedicate 2M USD to give 1.X to **2X** to our Early investors.
- If we succeed our hyper scale we may buy-out your shares at **5X**.
- In case we receive offers for M&A, your shares have higher priority than the founders shares for Exit.
- **Kiroo Corp is a US based company owning 10M shares at 0.67USD per share.**

These simulations represent targets, not promises. **Please, evaluate the risk carefully before investing.**



**Join us to invest in one of the upcoming big hit
of the African gaming market**

founders@kiroogames.com

