PHZ GAME STUDIOS

PRESENTATION FOR INVESTORS JUNE 4TH 2024



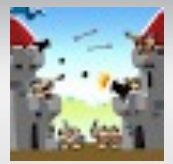
PHZ GAME STUDIOS BRIEFLY

- PHZ Game Studios Ltd founded in 2017 as spinoff of PHZ.fi Full Stack, IT consulting company in Helsinki, FInland having 4.5M€ of sales (2023)
- Fully owned by founders and employees. Antti Hätinen (CEO) / PHZ.fi 92%, Arto Käyhkö 5.5% + employees 2.5%. No investors yet.
- Made 15 games, released 3 games and the latest with French publisher Plug In Digital (PiD)
- Cumulative turnover 1M€. Siege Castles reached break-even in 2021
- Stable background since our mothership PHZ.fi is supporting the studio with funding, developers, facilities, HR, Legal, IT etc.

Deloitte.
Technology Fast50

- We have senior and ambitious development team including awarded game developers, seasoned IT experts and international BD / management team to join their forces in creating cutting edge F2P games and applying AI -based price management and mobile technologies for the games
- Our team has been proving our fast paced learning and ”no-challenge-too-high” type of an attitude with the latest game projects, where we have been able to create profitable games fast with limited resources and working with top tier publishers and big companies such as Plug In Digital, Veikkaus, Rovio, Netflix Games.
- Our understanding is that seize the opportunity with eSports / multiplayer / mobile game markets at the moment needs exactly this type of agile cross combination of different talents.

PHZ COMBINING
TALENT INTO GAME DEVELOPMENT



Proposal: Siege Castles III

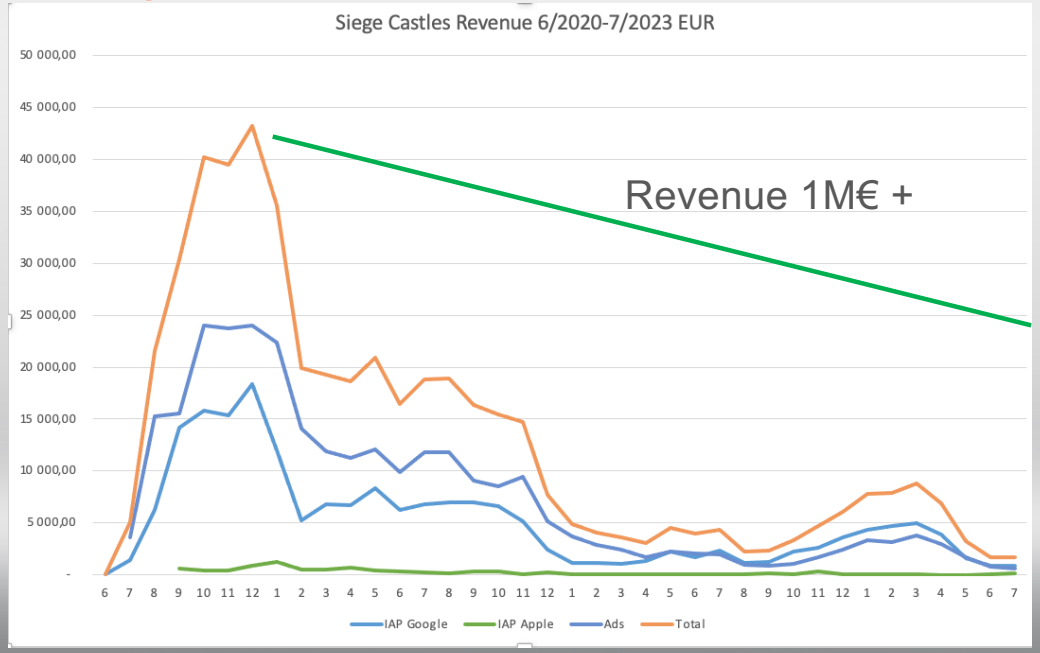
Recurring Success

Reskin/Re-Release of Siege Castles I

- Genre: Strategy/Casual, PvP
- New graphics, name & theme – a new game with same metrics and performance
- Tier1 (US): 32% D1 retention, 8% D7, 3% D30
- CPI 0.50 €, UA budget 100k€
- Production Schedule & Budget: 4 months, 100k€
- Launch: Replicate SC v1 launch: Early Access only, use Golden Cohorts, but use only ROI positive UA. Q1 2024
- Earn 1M€ with 200k€ investment = 800k€ profit



Siege Castles 3 Forecast

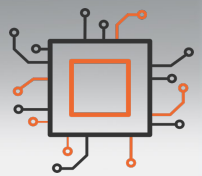


PHZ GAME STUDIOS
REVENUE TARGETS

BUSINESS DEAL STRUCTURE	
Project Funding	100 000€
User Acquisition	100 000€
TOTAL 200 000€	

PHZ GAME STUDIOS
SEED ROUND

Budget		
New Graphics & Theme		25 000€
Reskin		40 000€
New Controls for non-autobattle		25 000€
Post Launch Liveops		10 000€
UA Team salaries		50 000€
UA Working Capital for ROI positive campaigns		50 000€
TOTAL		200 000€





BUDGET

Use your own data

Retention Curve

Day 1	32 %	Day 7	8 %
Day 14	4 %	Day 30	3 %
Day 90	1 %	Day 180	0 %

Net ARPDAU $ 0.14

Base CPI $ 0.5

Starting Balance $ 20,000

Current Monthly Spend $ 5,000

Target Monthly Spend $ 250,000

Organic Uplift % 100

Monetization Type Google Play Store

Category Gaming - Strategy

Monthly Interest Rate 1.5%

1 1.5 2

Reset

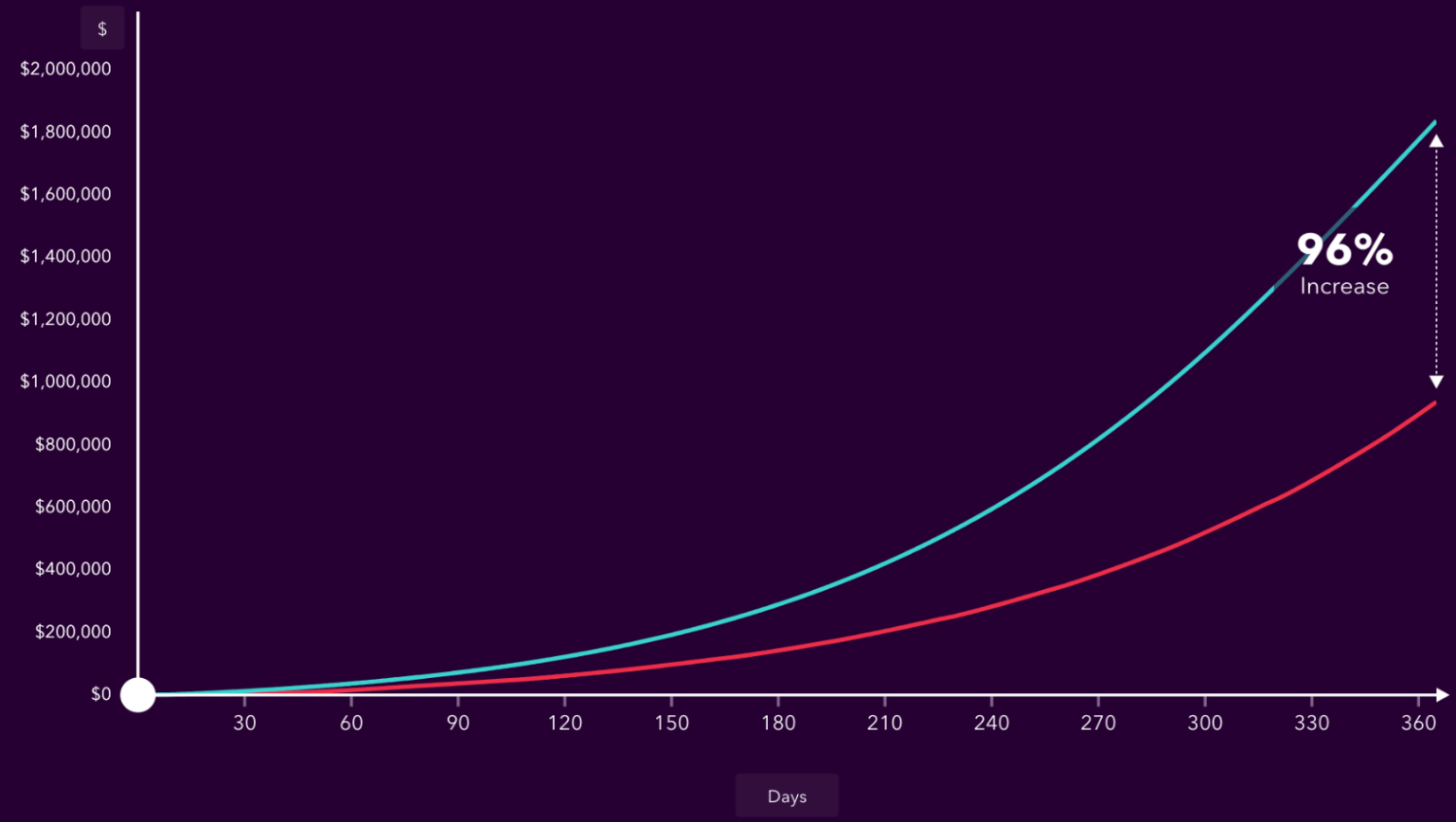
Talk to us

Share this tool

Summary | Cash Flows | LTV / ROAS | Revenue | Ad Spend | Installs | Retention | Report

By Day 365, you will earn $898,849 more with Pollen VC.

Cumulative | Daily



With Pollen VC | Without Pollen VC

Suggest a feature | Download Chart

SUMMARY OF THE INVESTMENT

- Our estimate for the needed capital is 200k€, which targets to yield 1M€ in revenue. 800k€ of Profit
- New graphic style & theme is outsourced
- The idea is to repeat the success of Siege Castles 1 by minimal investment.
- All suggestions and contacts are highly valued and we would also be happy to set up a follow up meeting either in GamesCom / PGC / GC events



THANK YOU!

- CEO
  Mr. Antti Hätinen
  antti.hatinen@phz.dev / +358505688732
- COO
  Mr. Arto Käyhkö
  arto.kayhko@phz.dev / +358408384650
- CTO
  Mr. Sasu Louke
  sasu.louke@phz.dev



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