

DC Games Pitch Deck



The gaming industry is dominated by big players

2.7 billion gamers worldwide

Every day 25 new games are released on Steam

We Cannot Compete!



We will give gamers a chance to remember the glory days of Japanese anime VN games

- Allow gamers to play these favorites on modern hardware with upgraded graphics
- Screen size from 4:3 to 16:9
- Updated environment and music

How I support entrepreneurs to obtain seed investment!

When Praveen L. and Michael Katz wanted to set up a gaming company in Japan, they had created an elaborate business model. However, they had no idea about what was required in a pitch deck for investors.

Read on to see how the business model evolved into a successful final pitch deck!

Key Takeaway

Mentoring helped Praveen assess and understand the competition. It also enabled him to outline a business model that would allow him to bootstrap and develop a new game. He also became aware that it was a very competitive space, and he had to find new ideas/solutions.



“Eric is very professional and friendly mentor. His industry experience and business knowledge help my startup to grow and make the best decisions at the right time. If you are looking to take your startup to the next level, you should definitely talk to him.”

Praveen L.

Game Developer, Yume Heaven, Osaka, Japan

[Click to read Review](#)

Praveen has nine years of experience as a game developer. He has been working with a Japanese gaming company based in Osaka for the past five years. His partner, Michael, is a veteran in the game development space. Having around 30 years of experience working with well-established firms in the US, he also has a few featured games on the App Store.

The Business Idea

Praveen had been toying with the idea of creating his IP game concept. Being in Japan, he had been working on Anime Games for the most part of his career. Now he wanted to build his startup and was looking to develop a role-play anime game. He needed advice and help to get his idea off the ground and obtain funding through an Angel Investor or an HNWI.

My Role as a Mentor

Praveen wanted a mentor who would help him understand the gaming market and build a business model to launch his game in the market. We started our mentoring sessions by understanding Praveen’s journey as an entrepreneur. We explored his reasons for developing the game and the options that were available for him to succeed.

We planned a 5-step strategy:

- 1] Create a gaming company to develop their IP and build 3D models for other game development companies around the world
- 2] Find out the cost for developing an IP
- 3] Assess his skillsets for bootstrapping and create a demo version of the game
- 4] Harness the available resources or network to help him during the development phase
- 5] Evaluate the marketing and advertising costs

The gaming market is owned chiefly by big names, and to compete head-on would not be the smartest answer. Hence the initial strategy was to create our IP and cater to the present gaming industry by providing 3D modelling services.

Drunken Clan ... Yume Heaven

The potential



Last year the gaming market generated **\$159.3 billion** in revenue. In 2020-21 it will increase by about 9.6% to generate **\$172.6 billion**

Drunken Clan plans to enter the Action / Adventure genre which is 38% of this market
\$62.4 billion worth!

Yume Heaven will outsource 3D modeling work for gaming companies worldwide
\$12.2 billion worth!

Team Structure



We are the 5 people strong seasoned and balanced startup team. We are looking to hire 11 more people in 2021-22 to scale art production, renderings and animation.

Our strategy: hire top-tier heads in Canada and lower cost effective development team in Sri Lanka.

Team Experience



Vision and value proposition

Drunken Clan is a revolutionary new gaming company.

Managed and run by a team of like-minded gaming enthusiasts with 9 years experience in the Japanese gaming market - it will be one of its kind serving the gaming industry with a 2-tiered business model.

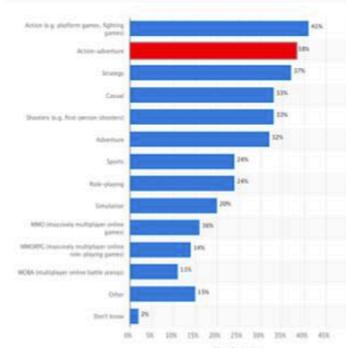
Drunken Clan - developing interactive adventure games

Yume Heaven - an outsourcing division that will cater to gaming companies worldwide to create 3d models

Drunken Clan will be founded in Canada

Yume Heaven will be headquartered in Asia (to compete at low costs)

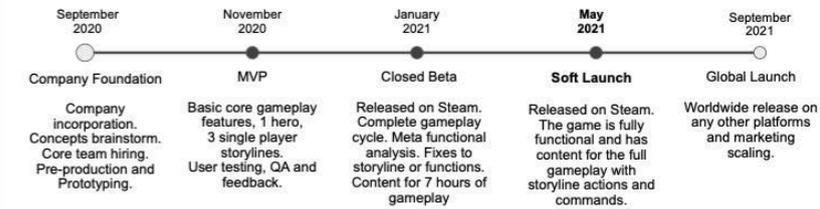
Understanding the market for Drunken Clan



Targeting the 38% gaming Market
We will begin with creating Action/Adventure games similar to the ones below which already have great reviews and traction.
We can tap into a market of USD 62.4 billion



Road Map - Drunken Clan



First Version

Developing own IP/ 3D Modeling Pitch Deck

To begin with, we tried to understand the market we were working in. Simultaneously we also worked on creating the first plot for our game. With this done, Praveen worked with animators to complete the sketches of the main characters and the script of the game. Finally, we would have to create a game demo to show as a WIP to our potential investors.

For the 3D modelling, we decided to highlight the difference between what was available and what we were offering. We would show our potential investors what the competition was doing and how our models would differ in quality. This would give us a better chance of providing this service to several game development companies. However, after trying for two weeks, we realized that the quality of the animation and the 3D models were not up to standards.

Key Takeaway's

As a mentor, I guided Praveen and Michael to understand the market. This brought to light that we would have to create a superior game compared to those currently available.

The step-by-step research and development phase we worked through brought out many insights. It made them realize that they needed a larger team that included talented content writers and designers to create an impressive game and 3D modelling work to stand a chance in the market. The next step was to help them recognize that as entrepreneurs, they could work with a different business model.

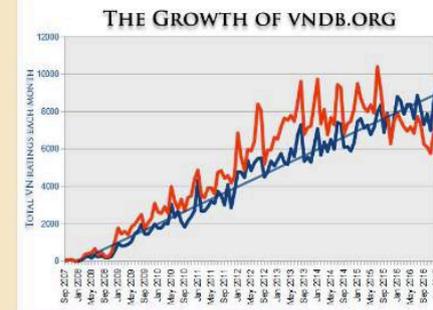


Business Plan - Visual Novel Remastering

- There are lots of Japanese VN classics are no longer playable in new consoles
- It's worth to remaster old VN hits and bring them to both new and former audience
- We can also localize them into major languages like English, Chinese, Spanish etc.
- Port them into more than one platform. Like PSN, Switch, Steam
- Remastered version of Shuffle! VN get 54K downloads only for English version on Steam



Over the past decade the Western VN scene has changed dramatically. From being the realm of a few die-hard fans enviously eyeing those who could read Japanese, it's become a small but profitable niche of the Western game industry. With both home-grown talent and official localisations starting to target the expanding fan-base, we can expect to see changes in the kind of content being produced. - [BunnyAdvocate](#)



Japanese Visual Novels: What They Are ?

In North America and Europe, critics, journalists, and gamers have pronounced that the PS Vita (PlayStation's handheld console) is dead. For gamers in Japan, however, the PS Vita is very much alive and kicking for one major reason: the incredible popularity of the ビジュアルノベル, or Japanese visual novel. Go to the PS Vita section of any video game store in Japan and you'll quickly see that half the shelf space or more is taken up solely by these games. - [GaijinPot.com](#)

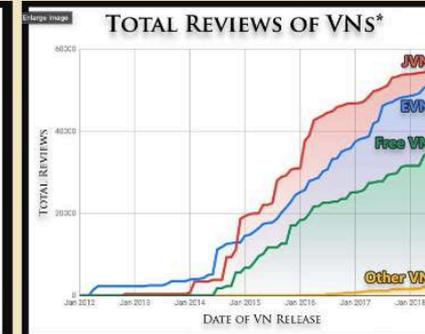
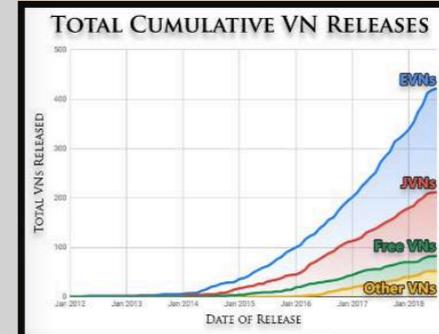


Why VN remastering is good for us?



- Remastering/Remaking VN cost is lower than other genres
- Can remaster a VN game within few months
- This is very suitable for small teams
- Can be work on parallel projects at a time
- Technical complexity of VNs are low
- One of the easy and powerful method to enter into the game industry
- Brand recognition - Since we working on old hits, our own brand will be famous soon.

VNs are being read in the West than ever before!



Second Version

Visual Novel Remastering Pitch Deck

We understood that creating our IP would be difficult to bootstrap and challenging without a larger team. The next step was to explore better options for our early seed startup. This would help attract HNWI and angel investors to an idea that would be a safer bet.

Research was done to know the acceptance of remastered old games in the market. Many of these games had loyal followers from the past. Having the game remastered with better graphics and sound would allow the players a new experience. It would also let them play the game on consoles and platforms in a 16:9 format, unlike its older version. Further, the pricing of these remastered games would be competitive compared to the newer games available in the market.

Key Takeaway's

After allowing them to understand the difficulty of creating their own IP, I pivoted them to a safer bet. This new approach would allow them to bootstrap. If they could get into an arrangement with the original game developers, they would also be able to remaster. They could even re-make the old game to a newer, more updated version.

Drunken Clan

Remastering Visual Novel Games

We will give gamers a chance to remember the glory days of Japanese anime VN games

- Allow gamers to play these favorites on modern hardware with upgraded graphics
- Screen size from 4:3 to 16:9
- Updated environment and music

The hard proof / remastering of popular VN games

 Clannad (2015) Original version downloads: 100k Remastered version downloads: 375k Revenue: ~\$3.7 million	 Steins;Gate Elite (2019) Original version downloads: 300k Remastered version downloads: 134k Revenue: ~\$90,000	 Zero Escape: Nonary Games (2017) Original version downloads: 200k Remastered version downloads: 490k Revenue: ~\$1.5 million	 Hatoful Boyfriend (2014) Original version downloads: 200k Remastered version downloads: 1.2 million Revenue: ~\$440,000
AVAILABLE ON STEAM	AVAILABLE ON STEAM	AVAILABLE ON STEAM	AVAILABLE ON STEAM

The gaming industry is dominated by big players

2.7 billion gamers worldwide

Every day 25 new games are released on Steam & 500 on the App Store

We cannot start with a new, unrecognized game title!

Our VN remastering timelines (2021-2022)

Launch December 2021



White Album 2 - Mini-After Story



Expected downloads = 60,000

Expected Revenue = \$226,000



Shinigami to Shoujo



Expected downloads = 60,000

Expected Revenue = \$226,000

Launch June 2022

7 Titles

Expected downloads / Game = 60,000

Expected Revenue = \$1,582,000

Launch Sep 2022

8 Titles

Expected downloads / Game = 60,000

Expected Revenue = \$1,808,000

Road Map

July 2021	August 2021	December 2021	July 2023	July 2024
Company Formation	Start First Games	Complete First Games	More Genres + Game Asset Services	Work on own IP
Incorporate. Make partnerships for remastering VN games	Start remastering first 2 VN games	Complete first 2 VN games and start 15 new games	Expand team and start remastering other genres. + Provide services making assets for other game companies	After 3 years start developing our own games alongside remastering and asset services

Final Version

Drunken Clan VN Pitch Deck

Though Praveen and Michael had collected a lot of information about getting the pitch deck together, there were many elements they did not understand from an investor's point of view. I was able to help them with that by -

- Creating the right narrative and trimming off unnecessary content
- Updating the graphics and colour branding to reflect the gaming/entertainment industry
- Using fonts that allowed larger callouts of numbers and text that was important for the VCs to notice and ask more questions if needed
- Making sure the numbers that were important, mattered and they all added up to show the final numbers for investment
- Focusing only on research and market domination within the games we would develop and not the entire gaming industry as a whole (also segregating the right geographies)

Key Takeaway's

As a mentor, I was able to help the developers know the best way to see the business idea in a particular market. I also encouraged them to focus on growth, expansion & sustainability.

Further, I worked alongside the founders to ensure that they had the right narratives for the present market and could convince investors with a lesser amount of questioning. With my creative, marketing and business acumen, we were able to develop a slicker presentation successfully.

Mentor Advantages

With my business background, I was able to help the founders understand the best way to build a pitch deck to get funding.

Further, I was able to guide both of them to understand how to create a business model and work on the financials so that the numbers add up over the years.

Having judged and mentored startups in their challenges, I was able to work with them on the presentation of the pitches.

We made sure that they sounded convincing and productive.

My design and creative skills also allowed me to work with them to make the deck presentable and professional. Working with a studio would have been more expensive than the support of a mentor with a creative background!

Pitching to Investors

Getting the narrative right

After understanding the market, the competition and what the founders initially planned to do, we worked for over four weeks on research. We wanted to find a suitable business model that would work in a large but overcrowded gaming market. We went through each phase to know the best solution to get funding, especially for a game idea that would have sustainable growth and the right narrative.

From IP to VN Games

Being a veteran in the gaming industry, Michael knew that we needed a game that could create a stir and then allow the profits to come in. We then worked on the plot and graphics of the game for three weeks. Our survey showed that we would have to fund the game's initial launch to gain enough traction and attention from any investor. This made us re-think the business model. With Praveen being in Japan and working with anime games for the past five years, he brought up the idea of Visual Novel Remastering of successful anime games.

The Final Pitch

Studying the success stories in the VN market, we created a business model that would allow us to remaster and also remake several old anime titles. The games were picked based on the success they had had during the initial launch. Since VN games needed a smaller footprint to produce, this was the story we pitched to our investors.

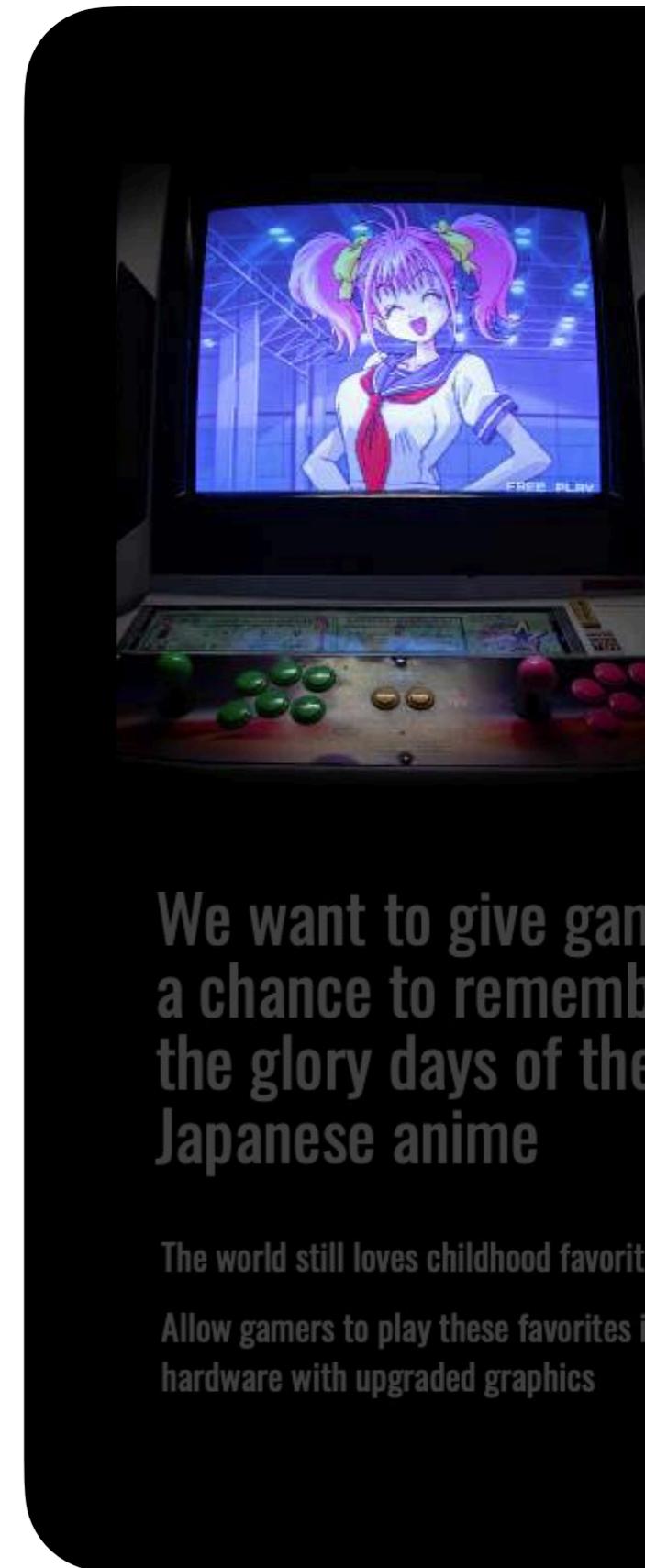
Where to Next

Praveen and Michael will be pitching their idea to their potential investors. There are two versions of the business deck that they can use as and when needed. **My mentoring has helped them know the key points VC's and investors look for in a pitch deck. With the financials being the most crucial aspect of the pitch, you have to make sure all the numbers add up. The pitch would end by finally presenting the team, the future plans of the startup, and their exit strategy if any.**

Key Learnings

- **You can obtain a detailed feedback on your present business idea from a mentor**
- **A mentor can guide you with regards to the key aspects of the business model when creating your final pitch deck**
- **Having a mentor will offer you the support and direction required to know if the business model can work or if you need a new direction**
- **A mentor can provide you research inputs and news that contribute to the planning and strategizing of your long term business goals**
- **A mentor like me can provide you direct leads to VC, Angel Investors and HNWI's**
- **Mentoring will provide you with the marketing and creative support without hiring an external agency**
- **Having a mentor means that you can discuss and develop your ideas with a person who is an expert in the field**

As a mentor I can create the narrative, business and financial model for a successful deck



**We want to give gamers
a chance to remember
the glory days of the
Japanese anime**

The world still loves childhood favorites

Allow gamers to play these favorites in
hardware with upgraded graphics