



1.39 BILLION

FEMALE GAMERS ARE COMPLAINING!!



FEMALE GAMER SURVEY RESULTS



44%

MORE MALE APP ICONS



60%
COMPLAINED

< 30% GAMES MADE
FOR FEMALES!!

BURNING PROBLEM

'UNDERSERVED MARKET' OF FEMALE GAMERS!



Google



SONY

IIMK LIVE

IMAGE STPI



STANFORD SEED

SOLUTION

THE LARGEST 'FEMALE FOCUSED' CASUAL GAMING PLATFORM

TuttiFrutti



Recognition for our 'Pilot runner' 'Darkarta' game

Awards



**INDIGO
EUROPE
Awards**

PC Games, Animation,
Character Design,
Illustration, Sound Design
& Music



**GAME
CONNECTION
AMERICA**

Winner
Best Quality of Art, Popular Choice Runners Up

Nominee
Best Casual Game, Most Creative & Original,
Best Desktop & Downloadable



**CASUAL
CONNECT ASIA**

Best in Showcase
Audience Choice
runners up



**\$15000 EPIC MEGA GRANT
WINNER 2022**



Rankings

**Bigfish Games
PC & Mac Rank 1, 2019**



**IGDC
STUDIO GAME
OF THE YEAR
2021**



**BEST GAMING
STARTUP,
WORLD LEADERSHIP
SUMMIT 2021**

Our "Maiden game" becomes audience favorite!

The Game

'Darkarta' is the frantic quest of a mother in search of her kidnapped daughter along the enchanted valleys of forgotten Indus civilization.



Emotionally engaging
Empathy driven



Unexplored (Civilizations & Mythology)



Casual, Adventure, Puzzle



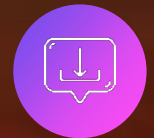
Traction





Revenue:
\$160000



Sales: ~ **40000**



 Selected to 
Google's PlayPass
(In elite 650/ of 477877 games)
& AppScale Academy

Expects
> \$0.5 Mn USD



Female gamers in numbers : 1.39 Bn

(Source: Newzoo/Forbes)

48%

mobile gamers are female

43%

female gamers play daily

36%

more females spend on games (than males)

69%

female gamers are in 18-54 age range

CUSTOMERS' PAIN

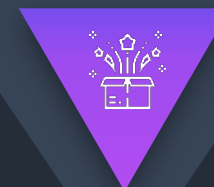
MISSING 'FEMALE FOCUSED' GAMES

No studio specializes on what 'she loves the most'!

SOLUTION : MAGIC FORMULA



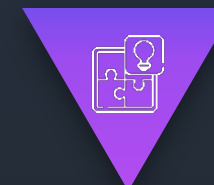
Emotionally engaging, Empathy driven, & Exploratory



Fresh Fantasy fiction themed



Free2play



Story driven puzzle adventure



Market Opportunity



Redefining female-focused casual gaming

TAM
\$11.7 Bn

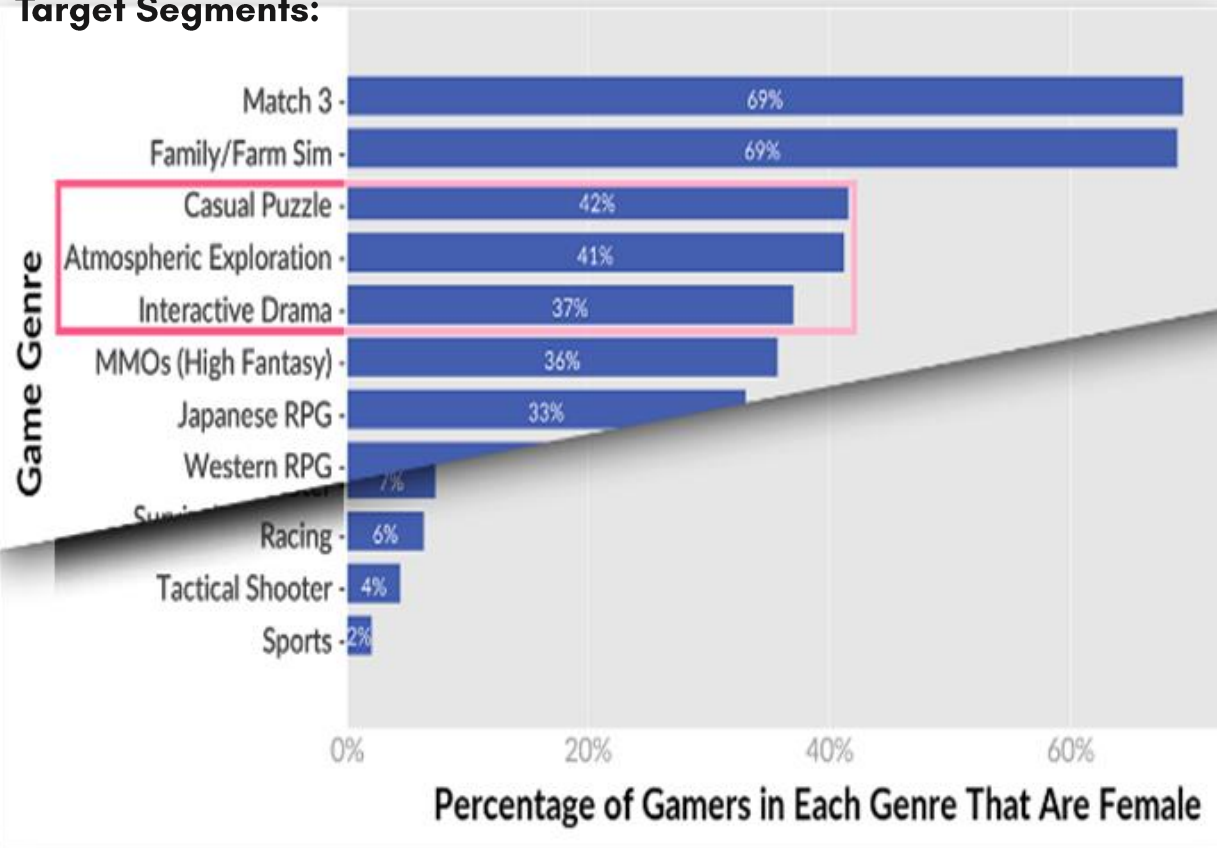
Casual Game
Genre

Growing to **\$24.7Bn** by **2027**

SAM
\$5.9 Bn

Puzzle (CAGR 29%) and
Interactive Story (CAGR 40%)
sub-genre market

Target Segments:



War plan:



- Vision: Be the casual puzzle games market '**unicorn leader**' by **2028**



- Mission: Top-charted games in each puzzle sub-genre, targeting each **family** segment



- Values: Better games, for a **better** society

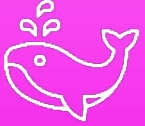


Standard Revenue Models

1. Premium Elite Subscription (\$5 - \$20)

2. Free2Play Micro Transaction Monetization (~\$1 - ~\$100)


User Categories by Revenue



Whales

2-5% of Payers
ARPPU upto \$100
Revenue 87%


Strategy : Give special access and privileges



Dolphins

10-20% of Payers
ARPPU upto \$20
Revenue 12%

Strategy : Reward them to retain loyalty

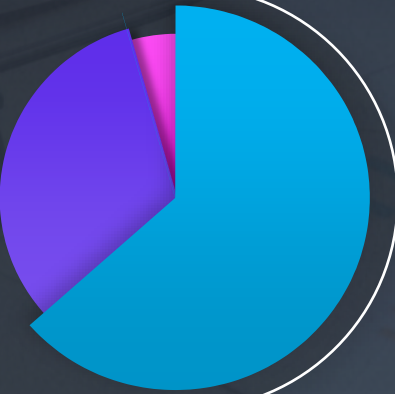




Minnows


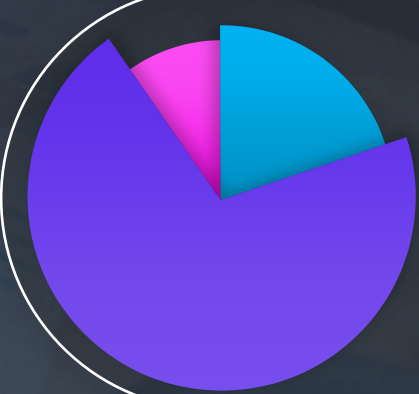
70% of Payers
ARPPU around \$1
Revenue 1%

Strategy : Get them to extend game's fan base

Google Playstore vs Apple's Appstore



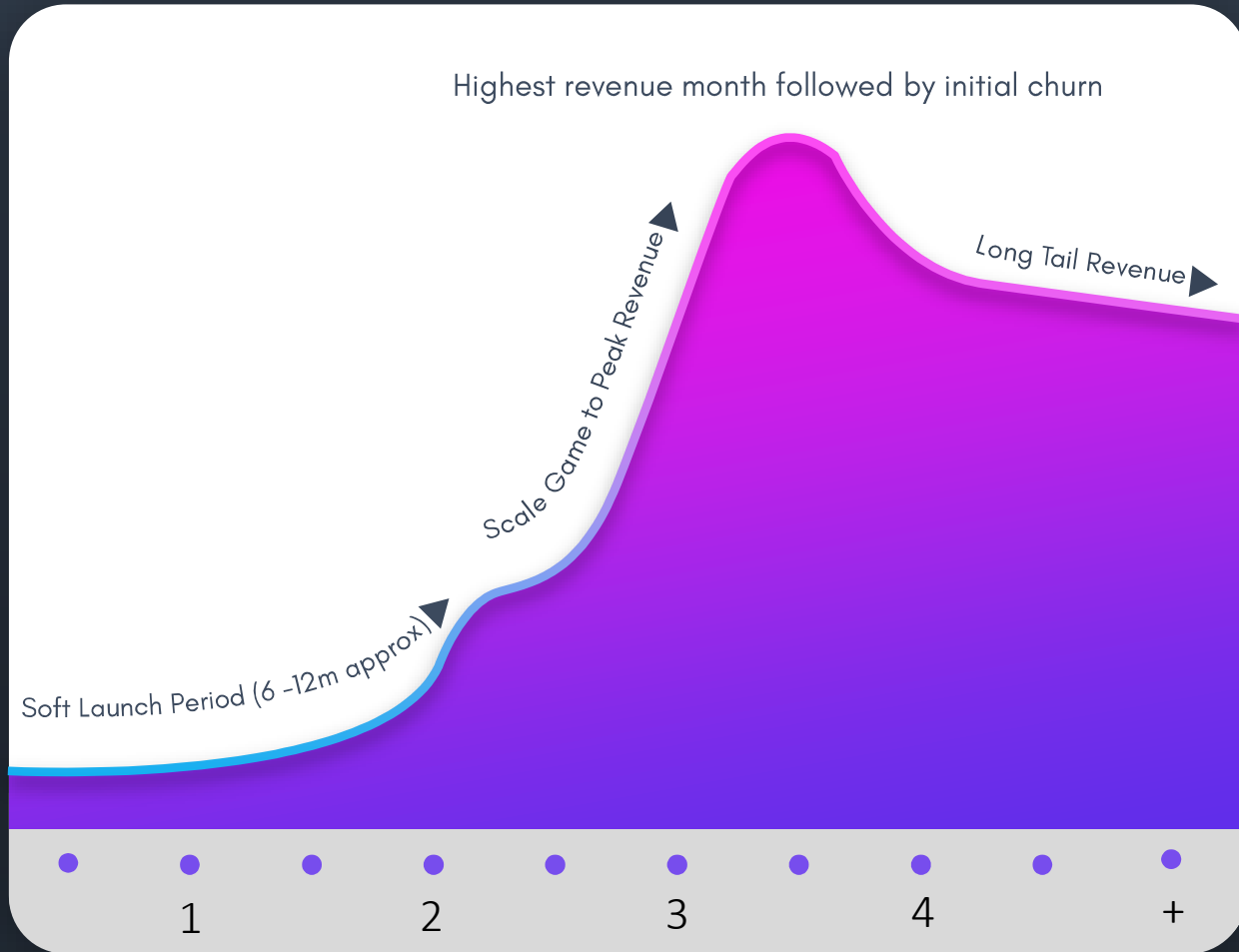
Google Playstore
Majority "Minnows"



Apple's Appstore
Majority "Dolphins"



Revenue Milestones & Streams



Revenue Streams

June's Journey: Hidden Objects			
Downloads	Revenue	Downloads	Revenue
800k	\$6mn	300k	\$6mn

Seekers Notes: Hidden Mystery			
Downloads	Revenue	Downloads	Revenue
200k	\$0.8mn	100k	\$2mn

SENSORTOWER

- Top story driven free2play episodic game series are making \$3-\$12mn monthly, over \$50-\$150mn lifetime

TuttiFrutti : Key Differentiators



SEAMLESS COLLABORATIONS

Google, Unity Accelerated, Epic Games Funded

IMMERSIVE WORLDS

We create original fun puzzles with engaging characters that explore unexplored ancient civilizations and mythologies

GAMERS' COMMUNITY

We have followed a successful policy of including our aggressive customers in the Game Development/Beta testing cycles



IMMERSIVE TECH + DEEP TECH

Using head sensors to capture precisely customer in-game emotions and finetuning game design & gamer immersivity.

TEAM PAR EXCELLENCE

With a combined industry experience of 180+ years, our team members have zealously worked with Zynga, Disney, Pocket gems and Chillingo in many record-breaking titles

FEMALE-CENTRICITY

We decode the needs of the modern woman and engage her in emotionally resonating, deeply touching and healing fantasy fiction



IN-DEPTH AUDIENCE PULSE ANALYSIS

We identify market trends and gaps and arrive at a futuristic mix of story and design



OPERATIONAL EFFICIENCY

TuttiFrutti posts 1/5th of the operational cost of its counterparts in EU



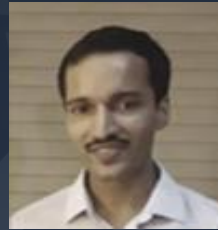
Leadership Team

Management



Ajish G Habib

Mg Director & CEO
18 years



Bijish G Habib

Director & Sr Game
Designer
15 years



Jeff Haynie

Art/Animation Director
30 years, Ex -Art Director DreamWorks,
Electronic Arts

Advisory



Jeff Haynie

Master Artist of 100mn
Downloaded MCF series



Gordon Tredgold

Top 5 Leadership Guru



Swethal Kumar

Strategic Advisor
Ex VP, Mubadala & Hub71

COMPETITORS LANDSCAPE

DIRECT COMPETITORS

Market leader/Publisher/Developers of "June's Journey" series

Publisher/Developers of "Seeker's Notes", "Secret Society" series



Market aggregator/Publisher (10 Hidden Object Games)
Top 2 games made \$100 Mn & \$150 Mn respectively



Developers of "Hidden Hotel: Miami Mystery"



Male dominated

Emotion / Mystery



thatgamecompany

DONTNOD ENTERTAINMENT

STORY-DRIVEN CASUAL PUZZLE IP GAMES

OUR COMPETITIVE ADVANTAGES

- Reverse game engineering / Deep customer know-how / Design Excellence
- 'Emotionally resonating / Deeply touching / Healing' fantasy fiction for female centric audience.
- Unexplored fantasy mythologies / Original fun puzzles / Engaging characters / Immersive worlds!
- 1/5th operational cost of Wooga / Better managerial efficiency!

Developers of Journey, Flower, Sky: Children of the light

Publishers of 'Life is Strange'

Female

INDIRECT COMPETITORS

Publisher/Developers of "Criminal Case" series



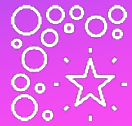
Publisher/Developers of "Murder in the Alps"



Developers of 'What remains of Edith Finch'

Aggressive/ Criminal

Product & Marketing Strategy



Product : Focused differentiation

Enter market with Narration rich fantasy adventure puzzle game with "True Love" theme specifically targeted to female gamers

Gradually expand to every other segment within Casual Puzzle genre to attain Unicorn status in this Genre



*Marketing : Social Media influencers
39% women rely on friends and family while looking for a new game*

Feature in Google Playstore, Apple Appstore, Steam stores

Social Media Influencers like PocketGamer, MatchMade, IndieBoost

Cross-pollinate from adjacent segments within Casual Puzzle genre

Game review portals/bloggers/ influencers, mass marketing tools



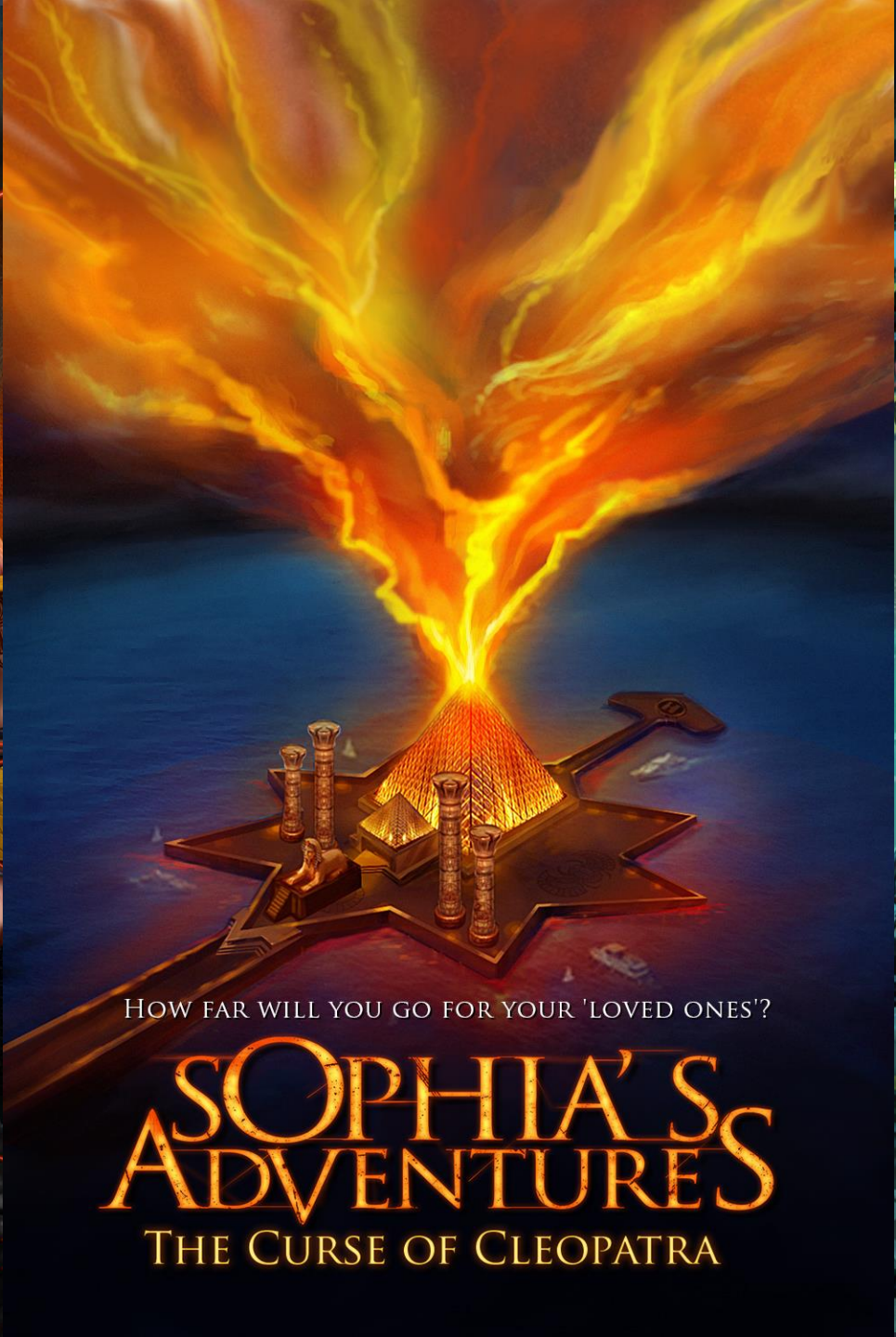
THE STORY OF AN ANGEL
AND HER EPIC BATTLE FOR HER 'LOVED ONES'
TALES OF BROKEN HEARTS...AND SHATTERED DREAMS..

SOPHIA'S ADVENTURES

HOW FAR WILL YOU GO FOR YOUR 'LOVED ONES'?

SOPHIA'S ADVENTURES

THE CURSE OF CLEOPATRA



HOW FAR WILL YOU GO FOR YOUR 'LOVED ONES'?

SOPHIA'S ADVENTURES

THE CURSE OF CLEOPATRA



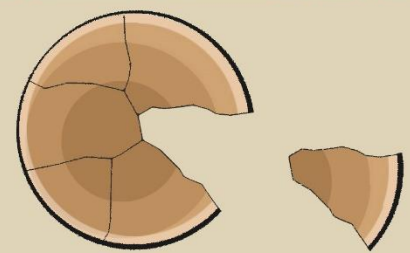
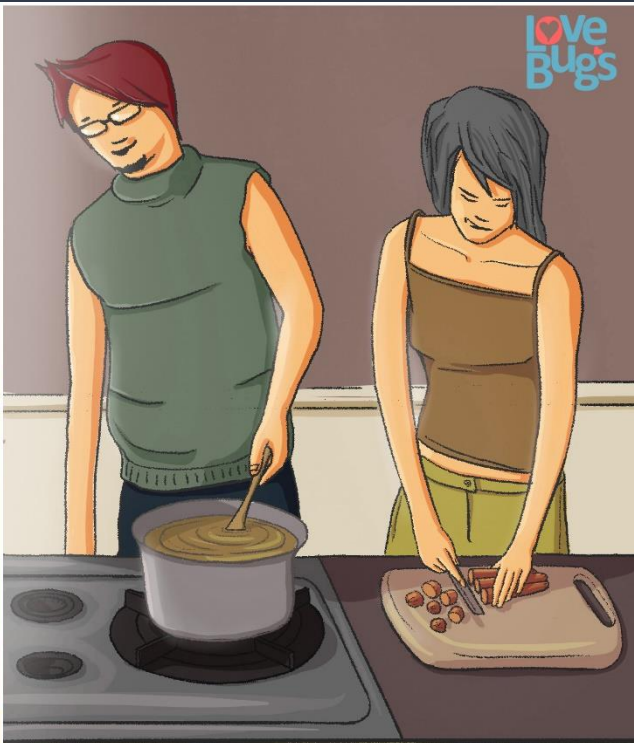


JEFF HAYNIE

Art Director, Art Advisor,
Visual Development Artist



- Milk
- Instant coffee
- Mug
- Hot water
- Sugar
- Spoon



Pancake

FINANCING ROUNDS

PREVIOUS ROUND

\$ 200,800

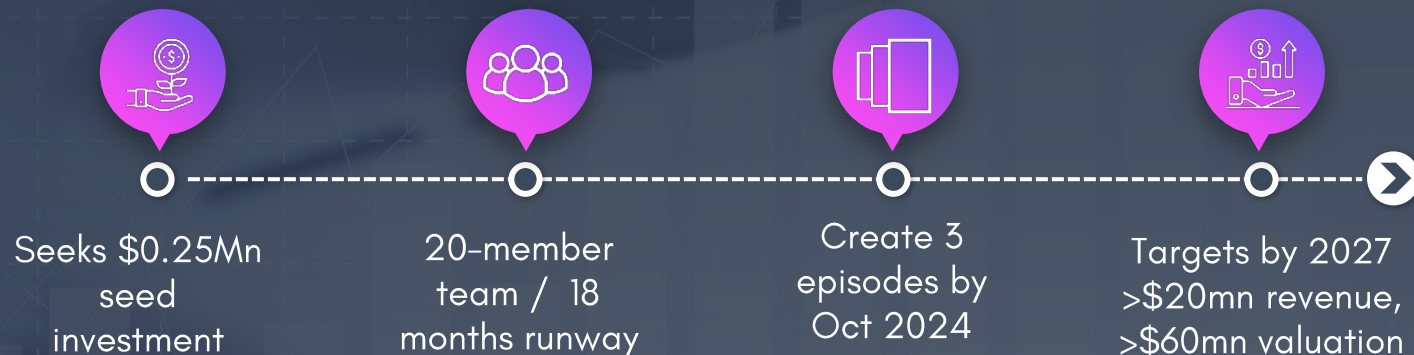


GOVT GRANT /
SEED LOAN
SUPPORT

Investors	Round	Amount
Bootstrapped	Friends & Family	\$48,800
Convertible Notes	Seed	\$306,600
CCD	Seed	\$51,900
Equity	Seed	\$83,900

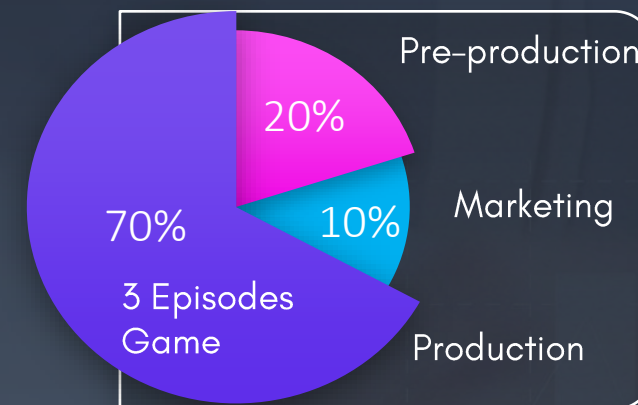
TOTAL \$491,100

ROADMAP MILESTONES



CURRENT ROUND

Description	Amount
Round size	\$500,000 (\$231,000 raised from Freeflow, O2, Ah! And KAN)
Pre-money Valuation	\$2.5Mn



FINANCIAL PROJECTIONS

FY23	FY24	FY25	FY26	FY27
\$0.5 Mn	\$2.2 Mn	\$5.7 Mn	\$12.8 Mn	\$19.7 Mn

Project Milestones Timeline



EXIT PLAN



STORY DRIVEN STUDIO CASE STUDIES:



M & A: WOOGA ACQUIRED FOR ~\$100MN



IPO: DONTNOD ENTERTAINMENT LISTED
Very strong demand recorded, €110 million



Stage	Typical Valuation Range
Seed	\$2M - \$10M
Series A	\$5M - \$15M
Series B	\$10M - \$30M
Series C	\$20M - \$100M



**Let's win this
game
together!**



TuttiFrutti Interactive
Jyothirmaya, Infopark Phase-II
Cochin, Kerala, India PIN:682303

Ajish G Habib, Mg Director & CEO



www.tuttiFrutti.in