

AIPOCALYPTO

AUTO BATTLER
DECK BUILDING
PVP GAME

PITCH DECK



THE OLD WEB3 GAMING IS DYING

AXIE

INFINITELY

PLAY-TO-EARN

ELDEN

UNRAINED

PLAY AND EARN

GRANDSON

DAVE

PLAY AND OWN

Not offer gaming experience

Focused on earning

Weak gameplay and economy

Lack of blockchain literacy



A NEW ORDER RISES: LOYALTY IS THE KEY

Real gaming first: Web2-friendly

More than earning: Enjoy

Deep & evolving gameplay

Sustainable economy



MEET AIPOCALYPTO: ONE GAME. MANY LAYERS.

PC/CONSOLE & MOBILE | BUILD WITH UNREAL ENGINE



DYNAMIC GAMEPLAY

Cyberpunk environment,
Deep lore, AI add-ons

AIPOSTORE

Marketplace for decks
and more

OFFERS

AIX Money, "BET"ter fight,
AIPOleague, AIPOdao

CLUE

is immersive world, engaging gameplay, and AI-driven mechanics



MAP

is pure play satisfaction and real in-game rewards



DIG

is players join AIPDstore, AIPDleague, and AIPDdao



TREASURE

is up to 24 months of user engagement & marketplace transactions



WHY THEY STAY?

HIGH-SKILL
GAMEPLAY



LASTING ENGAGEMENT

FACTIONS



EMOTIONAL LOYALTY

ARTIFICIAL
INTELLIGENCE



STRATEGIC REPLAYABILITY

PLAY-TO-WIN



REAL INCENTIVE



EXPLORING THE OTHER GAMES DYNAMICS

	RELEASE DATE	GENRE	MONTHLY ACTIVE USERS	BUDGET (USD)	REVENUE (USD)
Slay the Spire	2019	Roguelike, Deck-builder	1.4M	\$300-500K	\$58 - \$87M
HEARTHSTONE	2014	Digital Card Game	800K	\$200-300M	\$900M+
TEAMFIGHT TACTICS	2019	Auto Battler	33M	\$50-100M	\$30-40M
THE DARK SUNS	2022	Tactical RPG, Card System	100K	\$20M	\$20M+
AURORY	2021	Web3, JRPG, PvP	10K	\$1-5M	\$1M

THE FOUNDATIONS OF OUR REVENUE MODEL

Deck Price: \$5-100

Cosmetics & Micro Transactions: \$5-150

Battle Pass: \$6

Mini-Sets: \$15-20

ARPPU (Average Revenue Per Paying User): \$50



20
25

Realistic Initial Target Market
4M Players
\$1.2B

74.7%

Same Market in
Auto-Battler &
Deck-Building
Genres
40M Players
\$12B



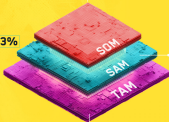
Global PC, Console
& Mobile Gaming Market
3.32B Players
\$265B

23.3%

Realistic Initial Target Market
9M Players
\$2.22B

20
30

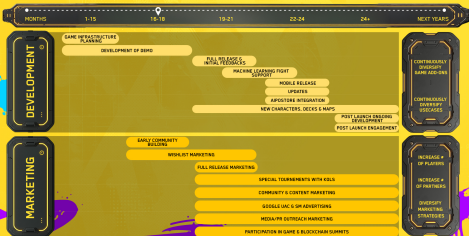
Same Market in
Auto-Battler &
Deck-Building
Genres
60M Players
\$14.8B



Global PC, Console
& Mobile Gaming Market
3.8B Players
\$470B

85%

JUST A FEW STEPS AWAY FROM BECOMING AI-POWERED GAME PIONEERS



PRE-SEED TARGETS



RAISING: \$5M



PROFIT PROJECTION

Deck Price: \$5-100

Cosmetics & Micro Transactions: \$5-150

Battle Pass: \$6

Mini-Sets: \$15-20

ARPPU (Average Revenue Per Paying User): \$50



200K+ Wishlist on steam until full release

400K MAU on PC

700K MAU on Mobile



Before full release

1st Year

2nd Year

3rd Year

4th Year

REVENUE

EBITDA

AIPOCALYPTO



CLICK TO WATCH

• Deck Up •

• Fight Sharp •

• Survive •

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AIPO

COST FORECAST DETAILS

MONTHS	1-3	4-6	7-9	10-12	12+
SALARIES	\$120,000	\$120,000	\$120,000	\$120,000	\$1,020,000
MARKETING	-	\$100,000	\$250,000	\$500,000	\$1,475,000
SOFTWARE SUBS	\$10,000	\$30,000	\$40,000	\$70,000	\$100,000
UTILITIES	\$10,000	\$24,000	\$45,000	\$60,000	\$46,000
EQUIPMENT & SOFTWARE SUBS	\$89,250	\$89,250	\$89,250	\$89,250	\$238,000
OTHER	-	\$21,750	\$21,750	\$21,750	\$79,750
TOTAL	\$229,250	\$385,000	\$566,000	\$861,000	\$2,958,750