

- CONFIDENTIAL -



## PRE-SEED INVESTMENT PITCH DECK

Sector **Gamedev**

Business Model **Premium + Gaas**

Location **Europe**

Stage **Pre-Seed**

Current Funding **None**

Post-Money  
Valuation  
**€5.45M**

Raise **€1.2M**

Target Return **x9 - x28**

Exit **Year 2030 - 2031**  
**€50M-150M**

# Founders



KATERINA BRAZHNIKOVA

**CEO**

Over 23 years of experience in sales, business consulting, and project management.

**Ex-Head of a Financial services startup (UK)**  
**Ex-Vice Innovations Agency**



ALEXANDER LITVINOV FOMINSKI

**CCO**

Over 17 years of Industry experience in Game Design and creative leadership positions.

**Ex-Lead World Designer at Neon Giant**  
**Ex-Lead Designer at Wargaming**



SERGEY SITNIKOV

**TECHNICAL ADVISOR PARTNER**

Over 21 years as a generalist Software Engineer across multiple development disciplines.

**Senior Programmer at Ninja Theory**  
**Ex-Lead Programmer at Jagex**

LCG is based in Europe, and is founded by professionals with a wealth of experience spanning business, creative & technical aspects of running a successful gamedev studio.



# Strategy



## VISION

Our goal is to create commercially successful AA Action games with layered gameplay that appeal to a wide audience craving **deeper, more engaging, and less repetitive** experiences than most offerings on the market.



## VALUES



## MISSION

### ENGAGEMENT TRIFECTA.

Design layered gameplay that engages the player on **mechanical, emotional** and **intellectual** levels, and makes them want to play for just another minute.



**SYSTEMS-DRIVEN HYBRID GAMEPLAY.** Scalable, layered, and engaging gameplay over an Action core, that ensures broad and lasting appeal while controlling costs.

# Opportunity Thesis



## PROBLEM→SOLUTION



Boredom-inducing **repetitiveness** and **lack of depth** in gameplay are the most common and critical issues afflicting many games.



Engagement Trifecta and Systems-Driven Hybrid Gameplay are designed to solve them.

## AA: GOLDEN MIDDLE

### PRODUCTION VALUES

Appealing to mainstream audience.

### BROAD MARKET APPEAL

Core gameplay resonates with key market demographics.

### FOCUS & EFFICIENCY

Avoid wasteful content, prioritise impactful experiences.

### FLEXIBILITY & ADAPTABILITY

Gameplay systems over rigid, scripted, bloated content.

**AA games combine commercial viability with lower production costs, making them a high-return investment.**

### TITLES RELEASED

76  
(0.4%)

18,225

113  
(0.6%)

18,036  
(99.0%)

### UNITS SOLD (M)

199.9  
(27.9%)

715.9

396.9  
(55.5%)

119.1  
(16.6%)

### REVENUE (\$Bn)

4.0  
(37.0%)

10.8

3.9  
(36.1%)

2.9  
(26.9%)

2024 Steam data source: VG-Insights

● Indie

● AA

● AAA



*First Project*

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# ISLES OF CONTEST



# Target Positioning

Depth



\$52M+ | 2.2M+

- Oversaturated Indie Market.
- Games with interesting ideas.
- Lacking production values and overly simplistic gameplay.



\$1Bn+ | 12M+

- Action-heavy games sell more.
- **Market gap for deep action games.**



\$10M+ | 1M+



\$22M+ | 7.5M+



\$16M+ | 1.5M+



\$200M+ | 10M+



\$200M+ | 10M+



\$150M+ | 10M+



\$470M+ | 8.4M+

DIRECT  
COMPETITORS

BENCHMARK  
COMPETITORS

ISLES OF  
CONTEST

Action

# Game Concept



## Game Overview

Isles of Contest (IoC) is a hybrid **Roguelite Hack-n'-Slash ARPG** focused on deep, tactical, skill-based melee and ranged combat against hordes of enemies, while strategically leaping between the tops of living, floating islands - Eldren. Survive to Win. Win to Survive.

## Core Gameplay Loop

- **Overguard Combat (USP):** A mastery-driven system of *aggressive survival* that removes the safety net of free movement, demanding precision in both defence and attack.
- **Eldren Shepherd (USP):** The player commands Eldren—living skybound entities that carry the Hero and shape the battlefield. Proper positioning maximizes their auras and attacks, ensuring survival and resource flow.
- **Ability Deckbuilding:** Players compose a deck of ability cards, drawn dynamically, to cover their Hero's weaknesses, amplify strengths, and trigger unique, game-changing effects.

## Lore

Fallen heroes are brought back to life by a mysterious divinity, Elith, who seeks their aid in helping her escape this world. As the party embarks on a journey, carried by a flock of Eldren, the true nature of their past and motivations begins to unravel.



## Meta Loop

- **Complete Playthrough:** A run consists of multiple survival scenarios, with the player strategically choosing the next one based on risk, rewards, and playthrough status, leading to a final challenge.
- **Tactical Progression:** Players shape their hero's build over the course of a run, making the best of available opportunities while responding to evolving circumstances.
- **Persistent Unlocks:** Some resources and upgrades carry over between runs, permanently improving heroes, ability decks, and Eldren.

# Production & Viability



## i Quick Facts

- **Production values:** 3rd-person camera, stylised 3D visuals, voice-over narration
- **Monetisation:** Premium GaaS, base price of \$24.99-\$29.99 + free & paid DLC's.
- **Platforms:** PC (Steam) + PS5 on launch, other platforms to follow
- **Timeline:** 16-month production (incl. pre-production), 6-month Early Access, 2-month closed Beta for a total of 24 months to launch.
- **Target Audience:** PC and console players who enjoy skill-based action RPGs with deep combat mechanics and high replayability.
- **Publishing:** Publisher deal for QA, marketing, and platform support (no funding).



## Competitive Advantages

- **AA Production Values & Feasibility:** reduced scope (no large 3D traversal) and scalable design lower risk and production costs, making IoC viable under a modest budget.
- **Deep Combat System:** Going beyond typical ARPG or Roguelite offerings, thus appealing to a wider audience and greatly delaying the onset of repetitiveness.
- **USP's & Hybrid Gameplay:** IoC's unique mechanics deepen mastery & replayability, distinguishing it from typical ARPGs and Roguelites.



## Risks & Mitigation

- **Marketing.** Discoverability & Player Appeal.
  - Internal. Dedicated Engagement Lead, social media, Discord, streaming platforms.
  - Publisher. Professional media exposure, gaming shows, trailer, platform features.
- **Balancing.** Gameplay experience failing to meet players' expectations.
  - Tools. Purpose-built in-engine and in-game balancing tools.
  - Key Metrics. Standardised criteria for tuning.
  - Testing. Auto-tests, focus groups, QA and Early Access.
  - Updates. Streamlined balance updates pre & post-launch.

# Financials



## Budgeting



**€1.2M**



**24 months**



**7 people**

Cost	→ Early Access	→ Launch
Salaries	€500K	€800K
Outsourcing	€65K	€100K
Operations	€65K	€100K
Contingency	€120K	€200K
<b>Total</b>	<b>€750K</b>	<b>€1.2M</b>
<b>Runway</b>	<b>16 months</b>	<b>24 months</b>

## Projected Performance

	Units	Revenue	Penetration
Aggressive	<b>6.0M</b>	<b>\$150M</b>	5.24%
Optimistic	<b>2.0M</b>	<b>\$50M</b>	1.75%
Conservative	<b>500K</b>	<b>\$12.5M</b>	0.44%
Break-Even <sup>1</sup>	<b>~125K</b>	<b>\$3.15M</b>	0.11%

- Avg. burn rate: €37.5K/month
- Post-launch monetisation & external funding (EA, publisher, 1st party deal) will support studio growth.
- A **large target audience** (SAM<sup>2</sup> of ~114.6M players) ensures that even conservative market penetration is financially appealing.
- AA production at **½ the usual cost** results in lower financial risk.

<sup>1</sup> Based on estimated platform, publisher, licence, VAT, etc. fee values

<sup>2</sup> Open-source and VG-Insights data has been used as foundation for PC+PS5 market opportunity analysis.



# Core Team



## CEO

### KATERINA BRAZHNIKOVA

- Strategic & Operational Management
- Funding & Publishing Relations
- Talent & Leadership



## CCO

### ALEXANDER LITVINOV FOMINSKI

- Product Strategy
- Game Vision & Creative Direction
- Development Oversight



## TECHNICAL ADVISOR PARTNER

### SERGEY SITNIKOV

- Technical Strategy & Viability
- Tech Development Oversight
- Infrastructure, Builds & Compliance

## CURRENT TEAM

## TO BE HIRED AFTER INVESTMENT

## SENIOR PRODUCER

### COMMITTED PENDING TERMS

- Development Process, Budget & Milestones Oversight
- External Relations (Outsourcing, Publishing, QA, etc.)
- Task Prioritisation, Risk Management & Operations

## SENIOR PROGRAMMER

- Core Systems & Gameplay Implementation
- Technical Outsourcing
- Optimisation & Bug Fixing

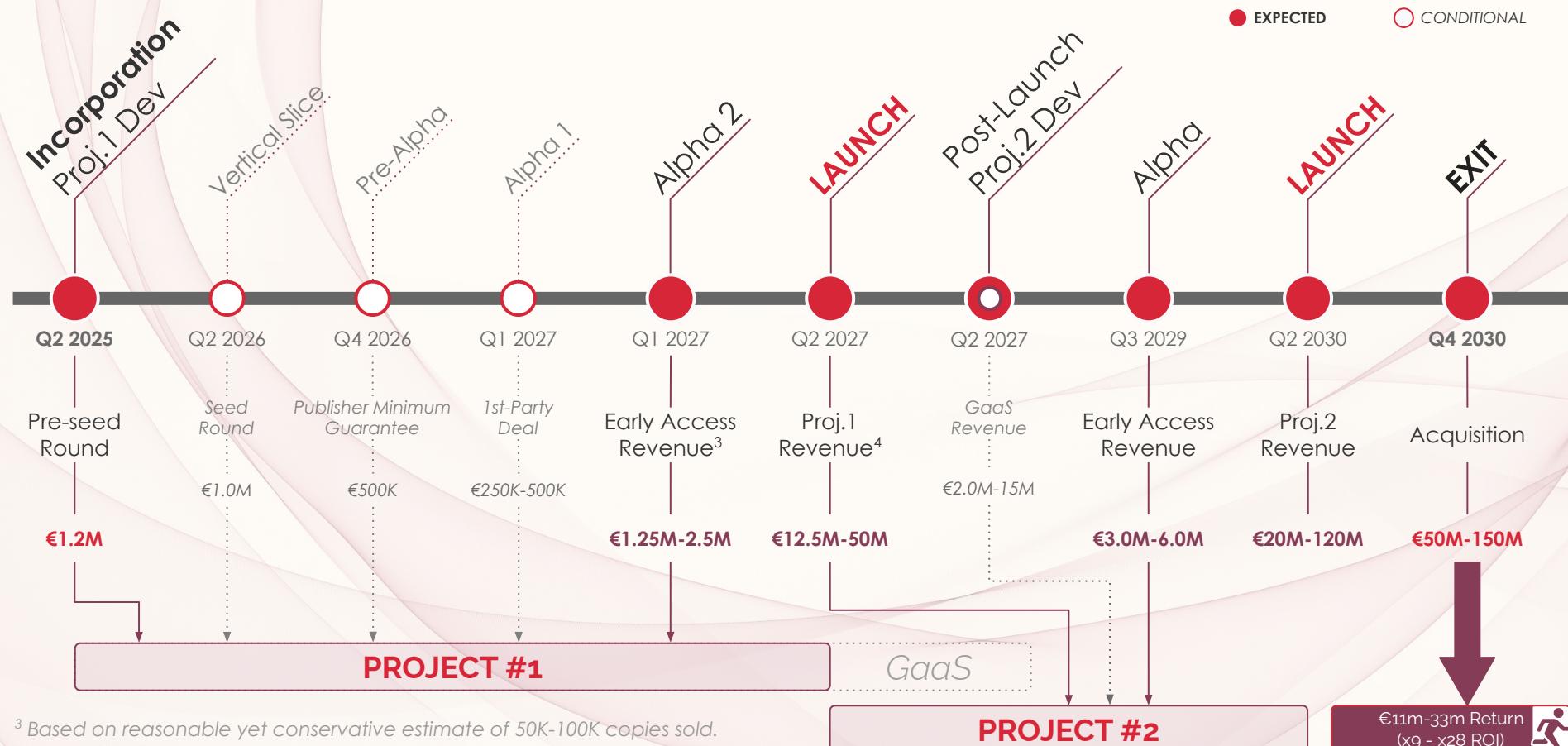
## SENIOR TECHNICAL ARTIST

- Art Pipelines & Art Direction Compliance
- Art Outsourcing & Content Integration
- Optimisation & Additional Art Content

## ENGAGEMENT LEAD

- Social Media & Influencer Relations
- Community Engagement & Feedback
- Marketing Liaison

# Roadmap



<sup>3</sup> Based on reasonable yet conservative estimate of 50K-100K copies sold.

<sup>4</sup> All revenue figures refer to estimated gross revenue.

# Investment Proposal



## Single-Round Option



2025



UP TO LAUNCH

24 MONTHS

RUNWAY

€5.45M

VALUATION

22%

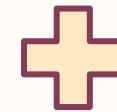
EQUITY

2030

\$11M-33M  
(x9 - x28)

ROI<sup>5</sup>

## Two-Round Option



UP TO VERTICAL SLICE

UP TO POST-LAUNCH

12 MONTHS

16 MONTHS

€6.0M

€10.0M

8.3%<sup>4</sup>

10%

\$4M-12.5M<sup>6</sup>  
(x8 - x25)

\$5M-15M  
(x5 - x15)

<sup>5</sup> ROI projection based on the estimated company valuation of \$50M-150M post-second project sales. | <sup>6</sup> Pre-dilution values.



**KATERINA BRAZHNIKOVA**  
CEO

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katerina@lc-games.com

# THANK YOU!

If you are interested in knowing more or would like  
to participate in this round of funding, do not  
hesitate to get in touch with us!