



Success Has Ingredients

# 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.

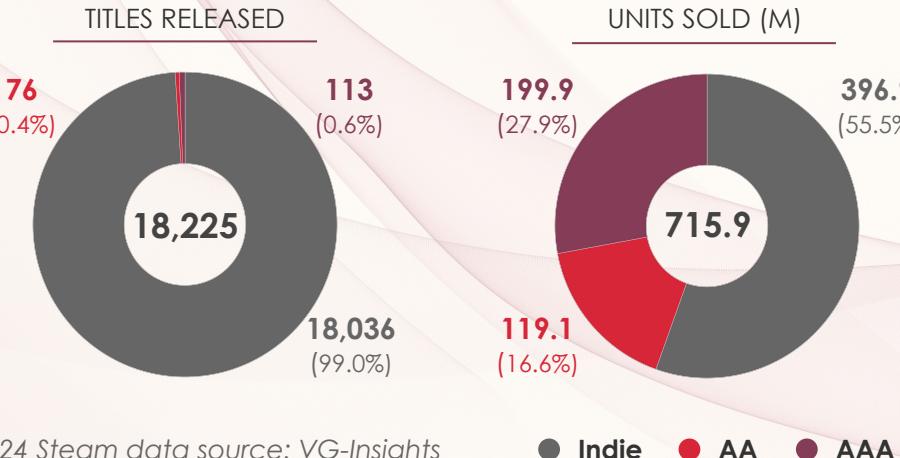
# Problem & Opportunity



## Existing Gamedev Market

The PC and Console gaming industry is massive and continues to expand (\$95.1Bn in 2024). Widespread inefficiencies plague AAA development, with bloated budgets, excessive content, rigid pipelines, high employee turnover, lack of clear focus, and costly failures.

Indie games struggle with an oversaturated market, constrained resources, low production values, lack of industry experience, and often only niche appeal due to overly simplistic, repetitive gameplay.



## Opportunity

The AA games segment represents the ideal middle ground between AAA and Indie.

- **High Production Values** – Strong enough to attract mainstream audience.
- **Broad Market Appeal** – Gameplay depth that resonates with at least one key gaming demographic (e.g. Action, RPG).
- **Lean, Focused & Efficient** – Avoids wasteful content, prioritizes core, impactful experiences at a fraction of AAA budgets, reducing financial risk.
- **Flexible & Adaptable** – Emphasis on gameplay systems over rigid, scripted content, allowing for easier iteration and scalability.

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

# Our Solution

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## Vision

We focus on developing **high-Quality AA Games** with **layered gameplay and engagement**, garnering wide audience, critical acclaim and commercial success.

## Values

- **Sustainable Working Conditions.** Fair pay and healthy work/life balance.
- **Weapons-Grade Self-Awareness.** Continuous, critical introspection to stay grounded and course-correct in due time.
- **Honesty & Generosity.** Be transparent with both the team and the audience. Appreciate them and show it.

## Mission

- **Engagement Trifecta.** Design layered gameplay that engages the player on **mechanical, intellectual** and **emotional** 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 ensure broad and lasting appeal while controlling costs.
- **Controlled Scope & Flexibility.** Focus on the essential, forego bloated features and fluff. Leverage design flexibility to adjust scope dynamically while preserving project integrity.
- **Lean, Efficient Team.** A small, highly experienced core team focused on fundamentals, outsourcing specialized content to international talent to reduce overhead.
- **Community-Driven Development.** Early community engagement. Dedicated Marketing effort. Early Access to gather feedback, refine gameplay, and de-risk the launch.

# First Project

## ISLES OF CONTEST

- A **Roguelite Hack-n'-Slash ARPG** focused on deep, tactical, skill-based action.
- **Overguard Combat (USP):** Confined sky-island summits limit movement, demanding strategic positioning, critical decision-making, and skill-based, **aggressive survival** against relentless foes.
- **Hybrid-genre layered systems:** deep combat mechanics, RPG progression, deckbuilding.
- **AA Feasibility:** reduced scope (no large 3D traversal) and scalable design lower risk and production costs, making IoC viable under a modest budget.
- **Production values:** 3rd-person camera, stylised 3D visuals, voice-over narration
- **Monetisation:** base price \$24.99-\$29.99, GaaS (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.





# Market 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.**



\$200M+ | 10M+



\$150M+ | 10M+



\$470M+ | 8.4M+



\$10M+ | 1M+



\$22M+ | 7.5M+



\$16M+ | 1.5M+

# Market Opportunity<sup>1</sup>



## PC & Playstation 5

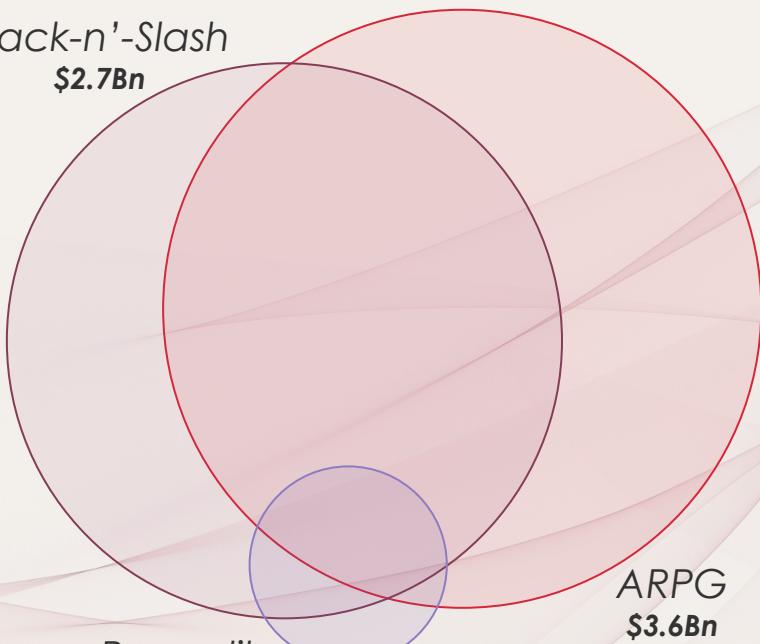
	Units Sold	Revenue	Players
TAM	886.4M	\$12.16Bn	179.8M
SAM	264.5M	\$8.28Bn	114.6M
SOM	Penetration		
Aggressive	6.0M	\$150M	5.24%
Optimistic	2.0M	\$50M	1.75%
Conservative	500K	\$12.5M	0.44%
Break-Even	~100K	\$2.5M	0.09%

AA production at **½ the usual cost** results in lower financial risk.

## STEAM Action Games Market Size

Hack-n'-Slash

\$2.7Bn



Roguelike  
\$282.6M

ARPG  
\$3.6Bn

<sup>1</sup> Open-source and VG-Insights data has been used as foundation for market opportunity analysis.

# Cap Table & Investment Proposal



Alexander  
70%

Katerina  
20%

Sergey  
10%

Single-Round Option



UP TO LAUNCH

24 MONTHS

RUNWAY

€5.45M

VALUATION

22%

EQUITY

\$11M-33M

ROI<sup>2</sup>

Two-Round Option



UP TO VERTICAL SLICE UP TO POST-LAUNCH

12 MONTHS

16 MONTHS

€6.0M

€10.0M

8.3%<sup>3</sup>

10%

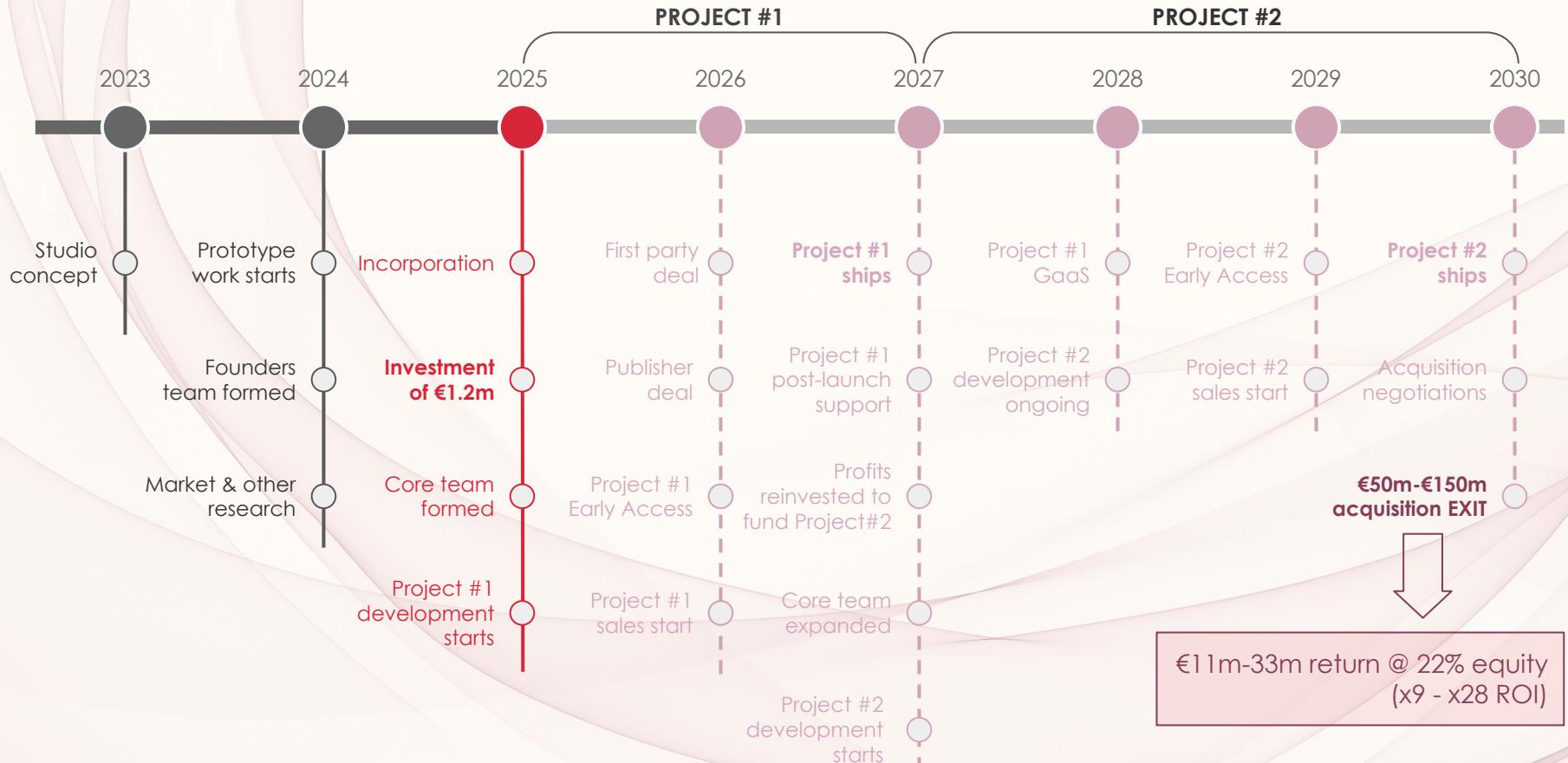
\$4M-12.5M<sup>3</sup>

\$5M-15M

<sup>2</sup> ROI projection based on the estimated company valuation of \$50M-150M post-second project sales.

<sup>3</sup> Pre-dilution numbers.

# Roadmap





# 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



## PRODUCER

- 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



**KATERINA BRAZHNIKOVA**  
CEO

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# 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!