



# DASHDICE

Who will take the crown

# OPPORTUNITY IS ACCELERATING

Mobile PvP is one of the largest and fastest-growing game categories in the world.

**3.2 BILLION MOBILE GAMERS**



## A INDIA

The fastest-growing mobile gaming market globally with an ultra-low CPI.

## B USA

Diversified mobile gaming population with massive creator ecosystem.

## C JAPAN

Strong cultural affinity for deep strategy titles and collectible systems.

## D EUROPE

Strong affinity for tactical PvP with growing esports culture.

# NEXT PRODUCTION WAVE

## INDIA FIRST GLOBAL PVP IS THE FUTURE

### WHY INDIA FIRST?

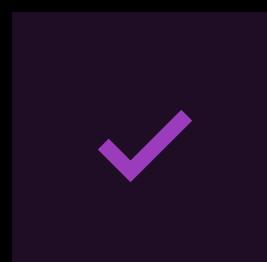
India is now the fastest-growing mobile market with the lowest CPI globally. No major studio has built a high-skill competitive PvP title for this audience — giving DashDice first-mover advantage at massive scale.



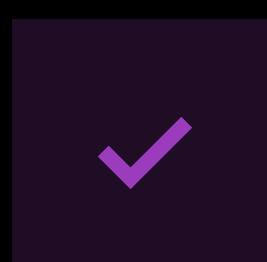
Why we win



We build a scale advantage unmatched by Western studios then export momentum globally



ULTRA low CPI



Fastest mobile gaming growth



Massive competitive culture



No high-skill PvP titles targeting

# REDEFINE GLOBAL GAMING

Why we win



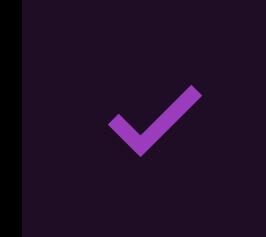
Drastically improves retention, community formation, team play, and LiveOps engagement.

## AI DRIVEN COMMUNICATION WILL BECOME STANDARD



### AI COMMUNICATION IS THE UNLOCK

Real-time voice → text → translation → toxicity filtering will become the default for global PvP. No top-grossing mobile game offers this. DashDice turns cross-language play into a social advantage rather than a barrier.



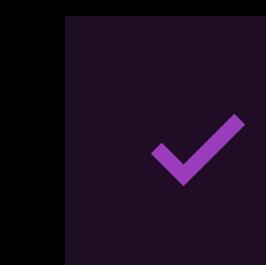
Instant AI translation for any match



Unlocks global matchmaking and retention



Voice to text for safety filtering



Zero competitors currently offering this

# EASY TO LEARN, HARD TO MASTER

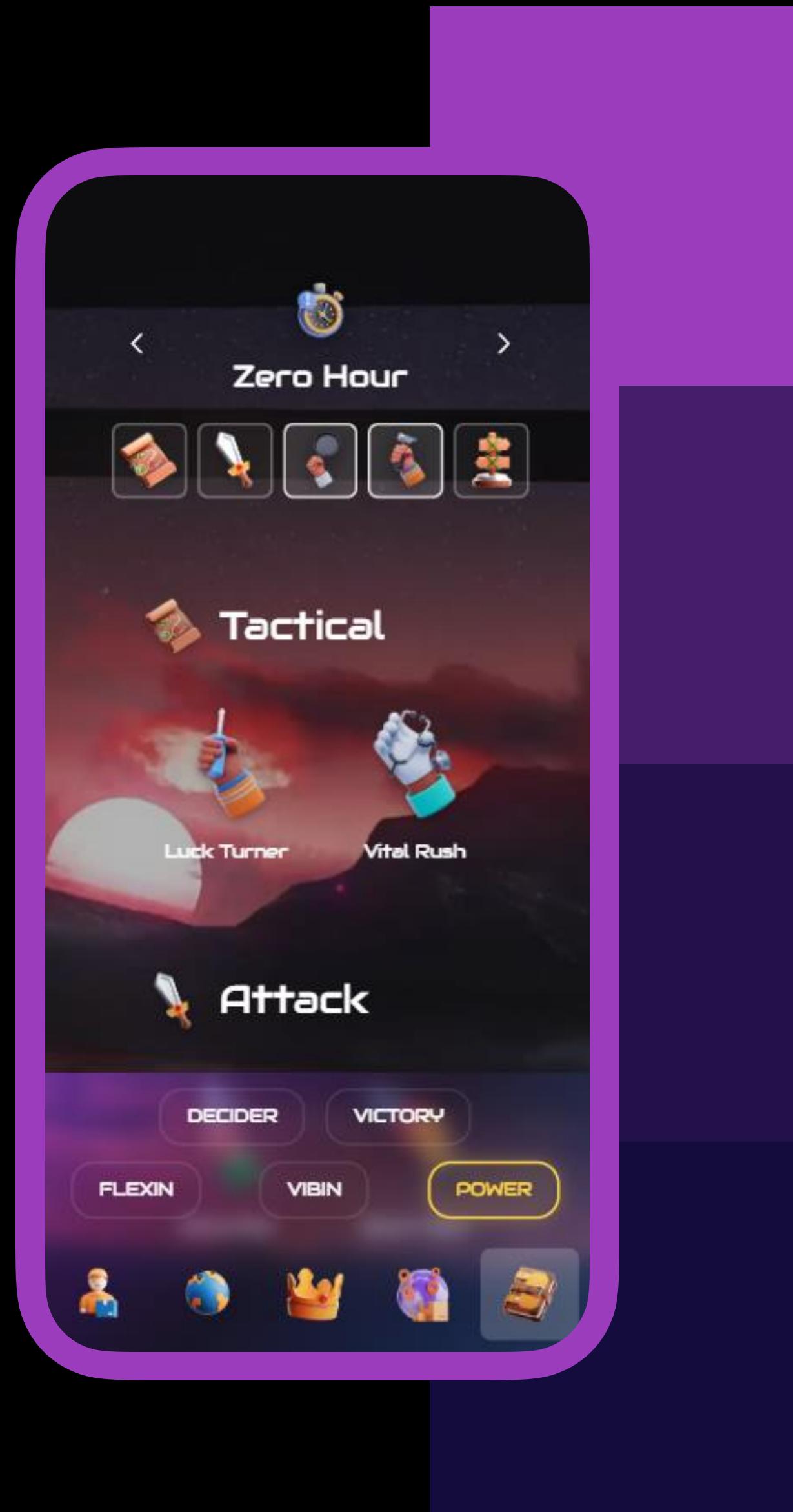
A new class of mobile PvP: fast, tactical, and deeply skill-based. Players make meaningful decisions every turn—balancing probability, timing, and ability loadouts



Instantly accessible yet infinitely replayable. Its fair, transparent mechanics and rapid match flow make it ideal for esports, social play, and long-term competitive retention.

# SKILL FIRST LUCK SECOND

DashDice introduces a fast, tactical PvP format built on probability mastery and meaningful decision-making. Every turn is a prediction battle—outsmarting your opponent through timing, loadouts, and risk evaluation—not through reflexes or pay-to-win mechanics.



1

Turn-based 1v1 combat where **strategy beats randomness**

2

Ability loadouts create **deep mastery paths** and player expression

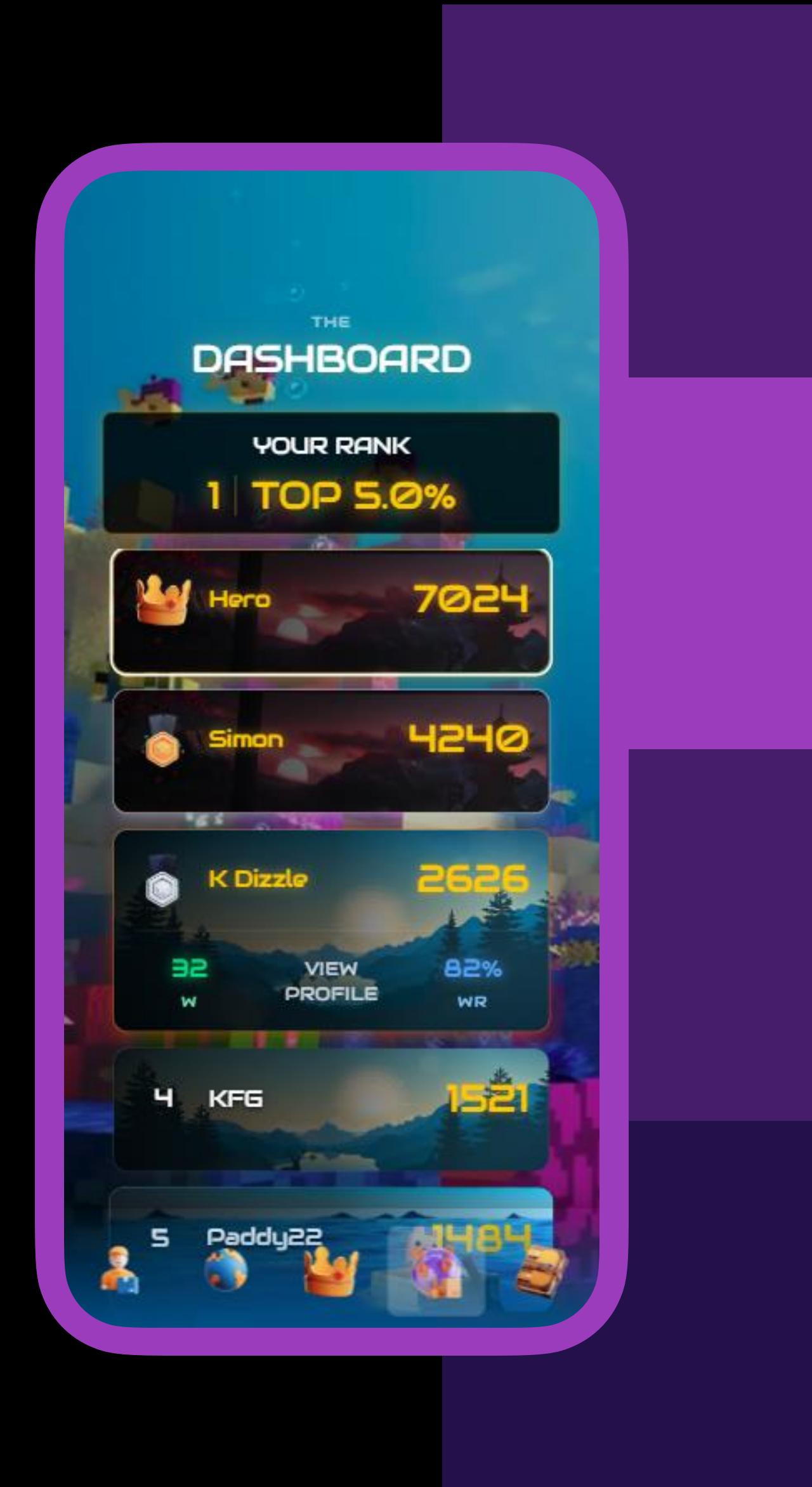
3

Rapid, two-minute matches designed for **high-volume competitive play**

# REPLAYABLE BY DESIGN

DashDice delivers a tight retention engine built around progression, mastery, and daily engagement.

Players are continually rewarded for improving their strategic play, unlocking new options, and competing in a skill-based ladder without grind fatigue.



1

Daily missions and mastery tracks that **reward skill growth**

2

Weekly Friday tournaments that produce predictable player returns

3

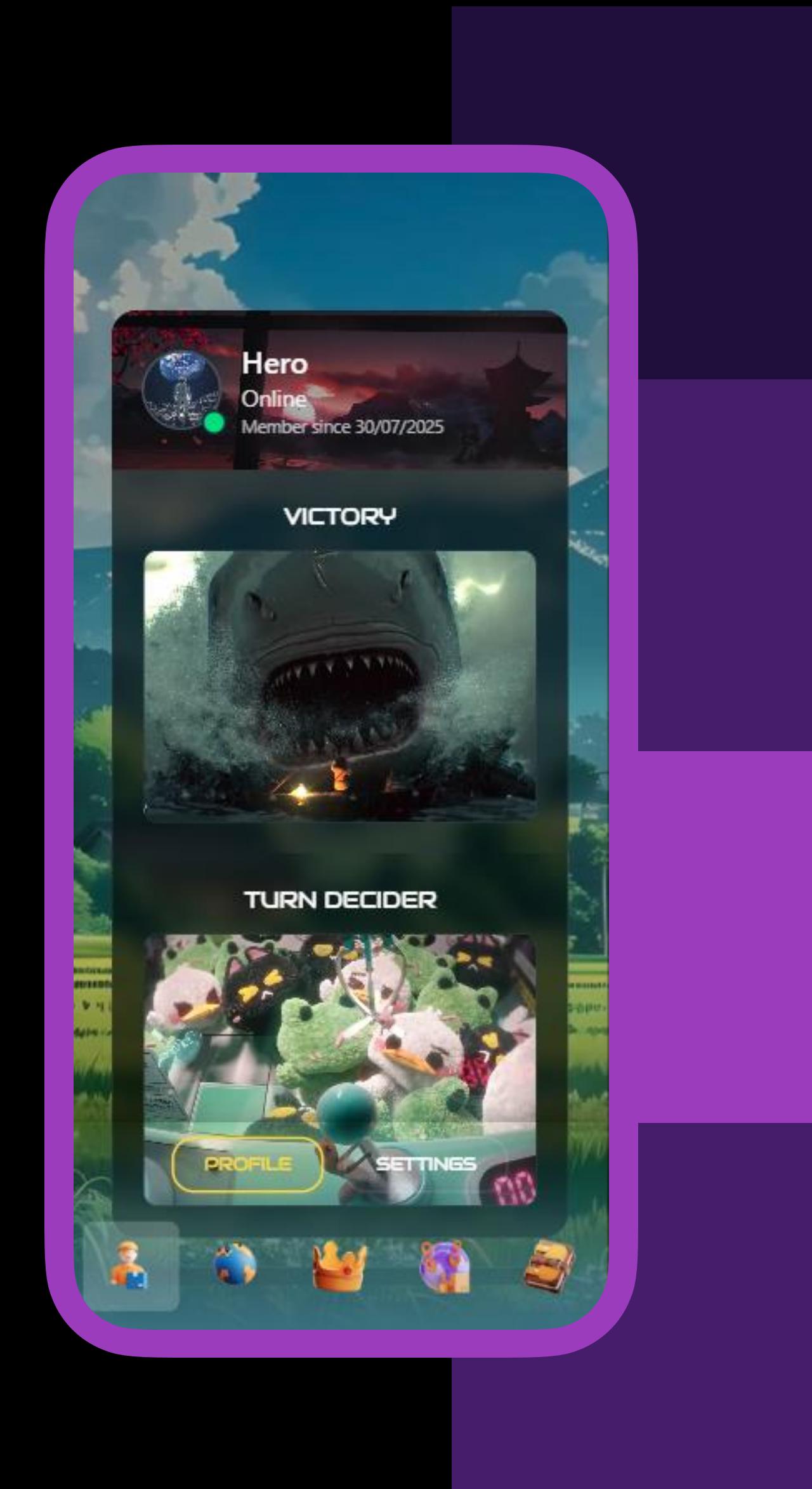
Match pacing and reward structure built for **strong D1/D7 retention**

4

Ladder, tournaments, and leagues that create **ongoing competitive pressure**

# A COSMETIC ENGINE BUILT TO SCALE

DashDice's LiveOps system is built around high-value cosmetic drops—backgrounds, characters, and seasonal events—that power long-term revenue without affecting gameplay fairness. Content is lightweight to produce, easy to localise, and optimised for continuous weekly engagement.



1

Weekly cosmetic drops that **refresh the store and keep players returning**

2

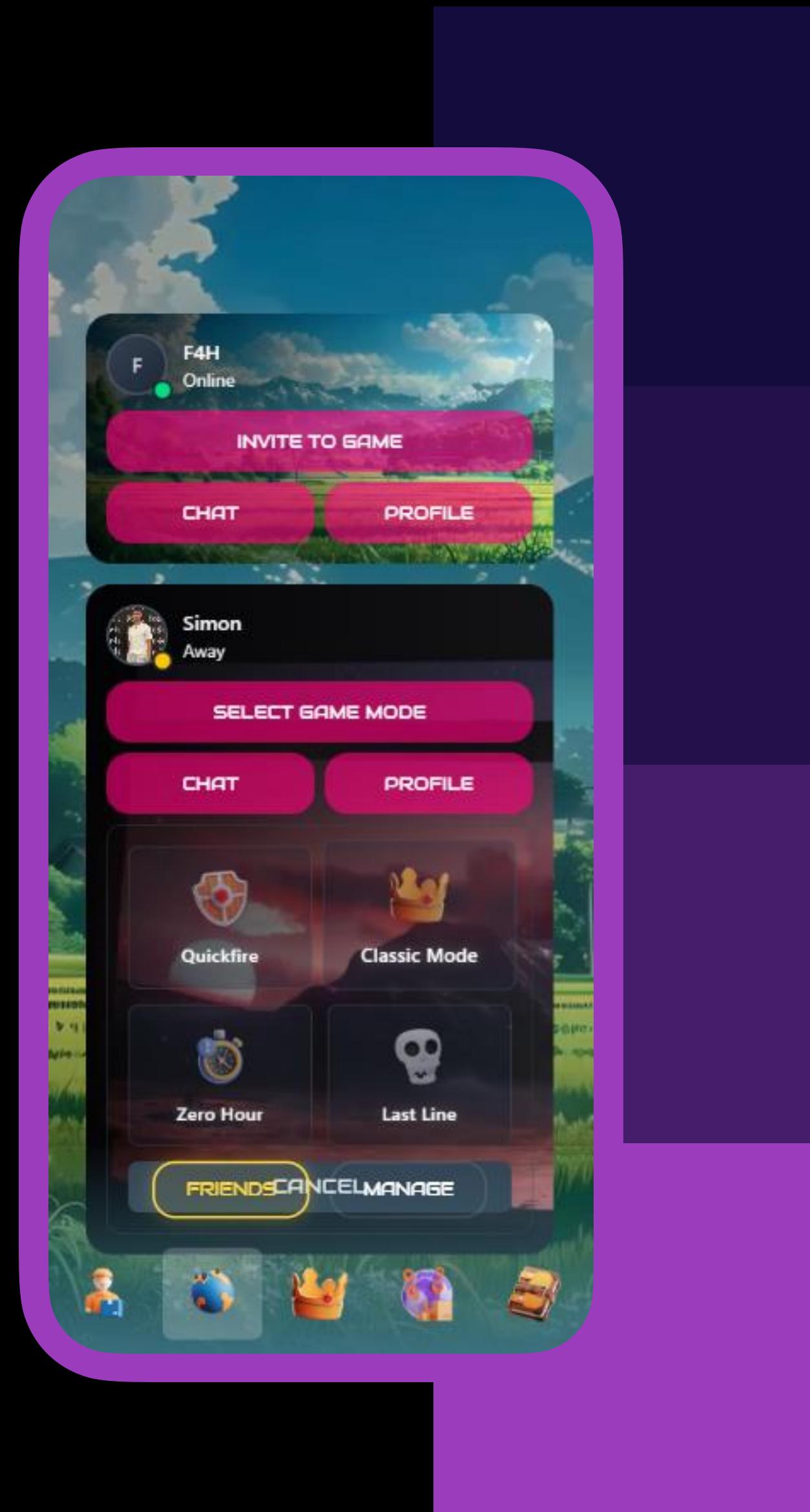
Backgrounds and characters designed for **high cosmetic value and rarity**

3

Seasonal arcs and events that provide **predictable revenue spikes**

# THE MOST CONNECTED STRATEGY GAME

DashDice builds social connection into the core experience with AI-driven communication tools that remove language barriers and increase global stickiness. Players can talk, translate, share moments, and form communities—boosting retention and organic growth.



1

Voice-to-text AI that enables instant multilingual communication

2

Clans, friends lists, and social loops that create **community retention**

3

Built-in toxicity filtering for **safer global matchmaking**

4

Lightweight chat and sharing tools that drive **organic viral growth**

# WHY DASHDICE WINS

Most mobile PvP games optimise for either **casual scale** or **hardcore depth** — but cannot deliver both without breaking their audience or monetisation model.



## SOCIAL AND COMMUNICATION

Party PvP games  
Casual social battlers

*High engagement, low skill ceiling*

*NOT DESIGNED FOR ESPORTS*

Casual board games  
Ludo-style social games

*High scale, low mastery, limited longevity*

## DashDice

*Skill-based PvP + AI-driven global communication*

Supercell games  
Hearthstone

*Strong gameplay, limited real-time social connection*

## STRATEGIC DEPTH



# LUKE ATKINS

Co-founder of Plex Group.

A passion for games.

# A FOUR-YEAR SPRINT TO GLOBAL SCALE



**2027  
PHASE 2**



**2028  
PHASE 3**



## MVP AND INDIA SOFT LAUNCH

- Core Gameplay
- AI communication development
- LiveOps v1
- Market Messaging

## JAPAN AND USA

- Full LiveOps Engine
- High ARPU targeting
- Scale Creator Marketing
- Deeper competitive development

## GLOBAL EXPANSION

- Launch into UK/EU
- Esports Model A
- IP Foundational Setup



## 2026 - 2031

From 2026 to 2030, we move from an India-first MVP to a globally scaled franchise expanding markets, deepening LiveOps, launching esports ecosystems, and building DashDice into a multi-million DAU worldwide IP.



### ESPORTS AND IP

- ROW Launch
- Esports Model B
- IP Rollout
- 5M DAU Target

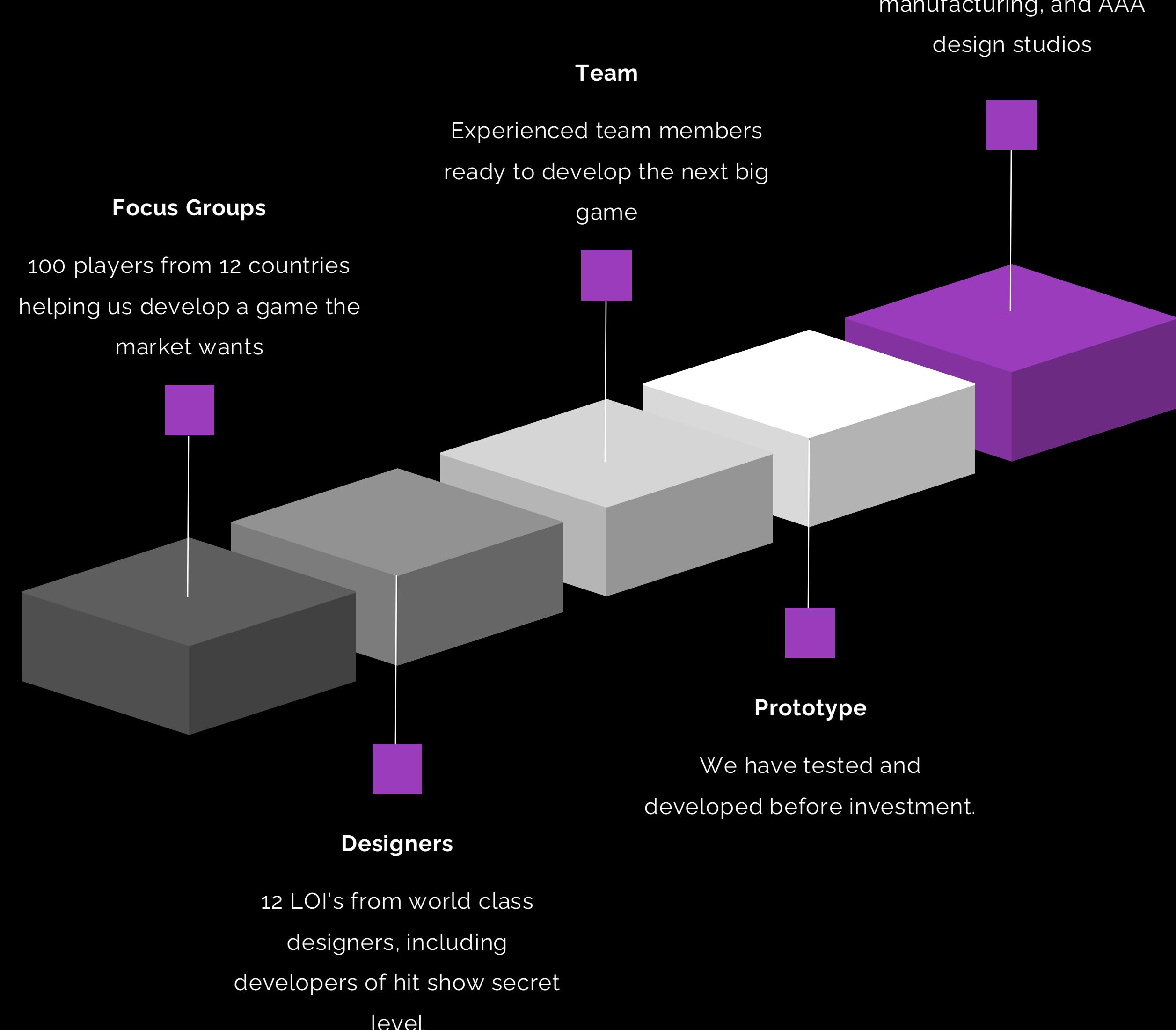
### CONTINUED GROWTH

- Community Building
- Global Tournaments
- Large Scale IP Expansion

# WE ARE READY

Dashdice is not an idea.

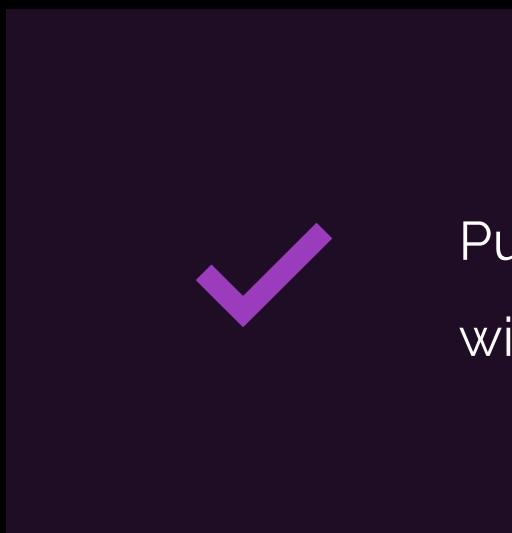
Fully functional prototype  
25 supporting business documents  
Entire 5-year financial model completed  
Clear cost structure and hiring pipeline



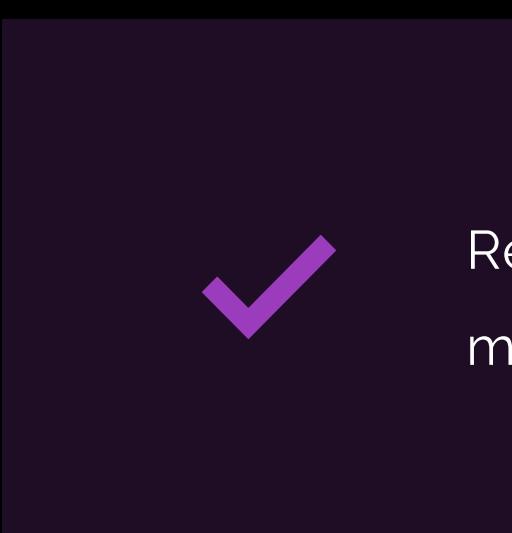
## WHAT USERS THINK

# WHAT WAS GOOD

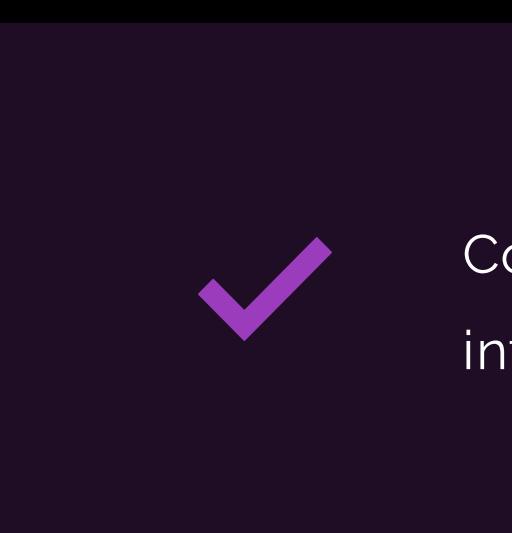
From our international testing.



Punchy and quick 1v1 game with beautiful visuals.



Refreshing and makes our mind sharp.



Competitive, fun and an interesting concept.

## USER RATINGS

Fun 7.35

Unique 7.55

Fairness 7.45

## FEATURES

Ranked Ladder

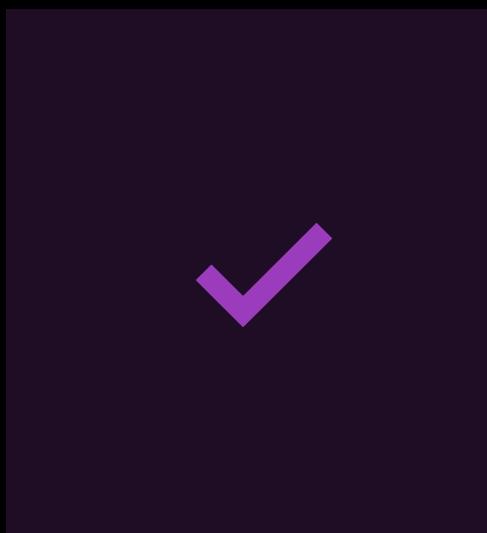
Voice chat

Cosmetic Skins

## WHAT USERS THINK

# WHAT TO IMPLEMENT

From our international testing.



Helpful pointers and tips.



Being able to send emotes to other player's mid game.



For friendly battles you can pick the points and some custom games rules,

# USER RATINGS

Grasp

5.85

Skill

5.85

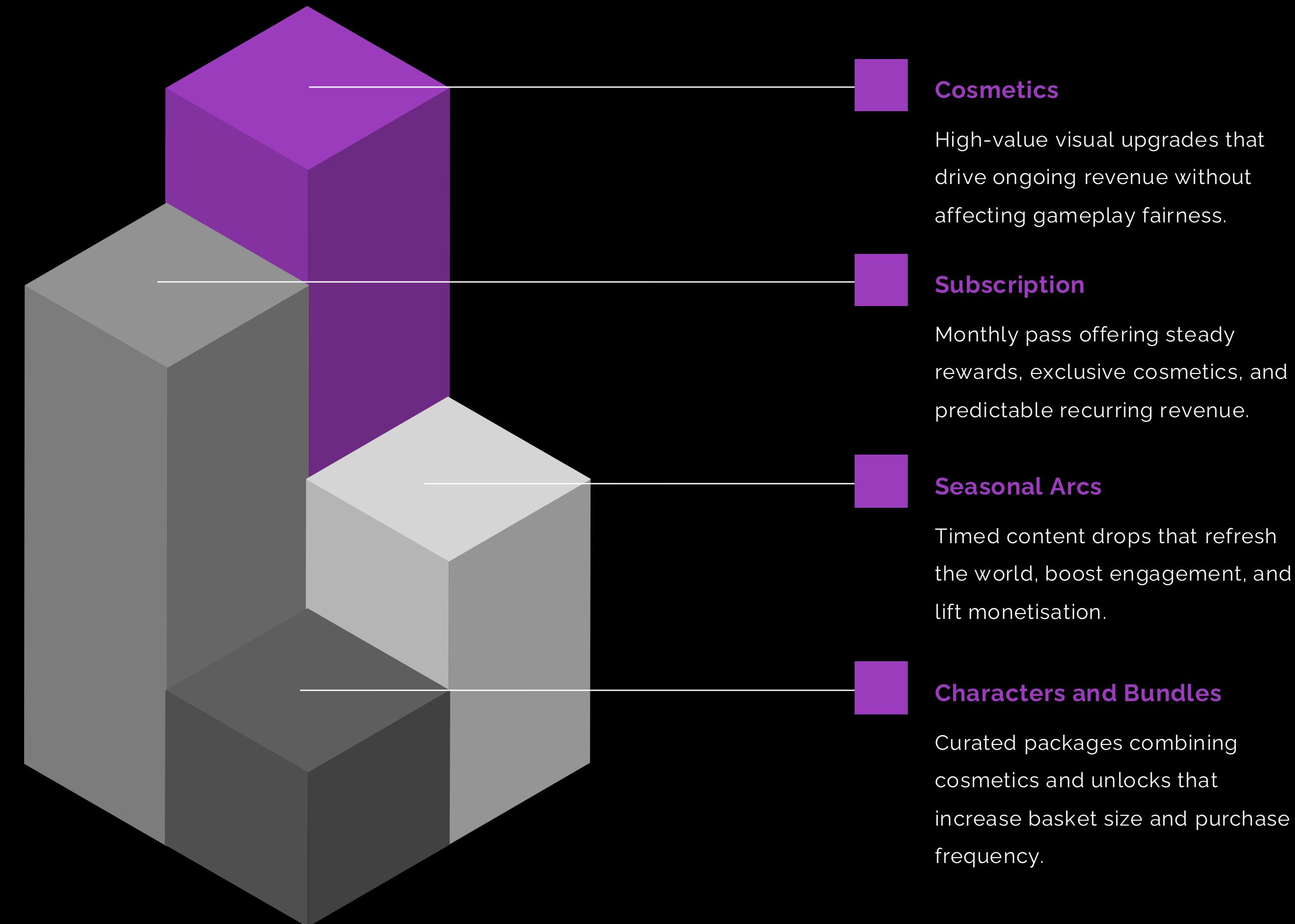
# FEATURES

Abilities

Competitiveness

Social Systems

# COSMETIC DRIVEN, LIVE-SERVICE REVENUE



# WE WILL BE SEEN

DashDice scales through a deliberately simple, repeatable acquisition system – combining low-cost paid seeding with creator-led competitive moments.

## PAID UA

Utilising ultra-low CPI  
Short form social ads  
Showing high stakes moments

## Creator Led Tournaments

Creators compete in events  
Stream, clip and publish  
Inviting viewers to join

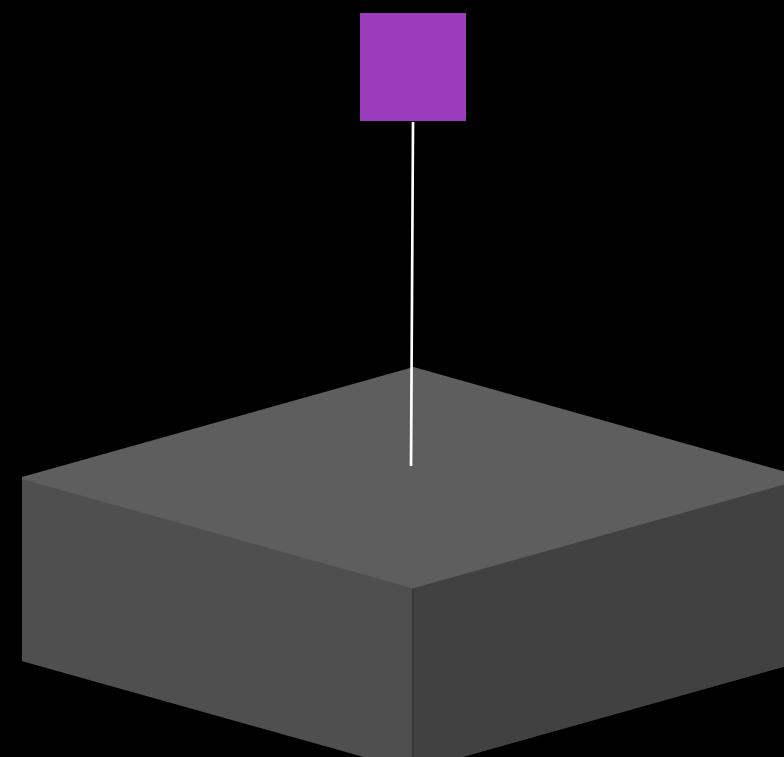
## The Bridge

Awarded exclusive cosmetics  
No cash prizes  
Aspirational rewards

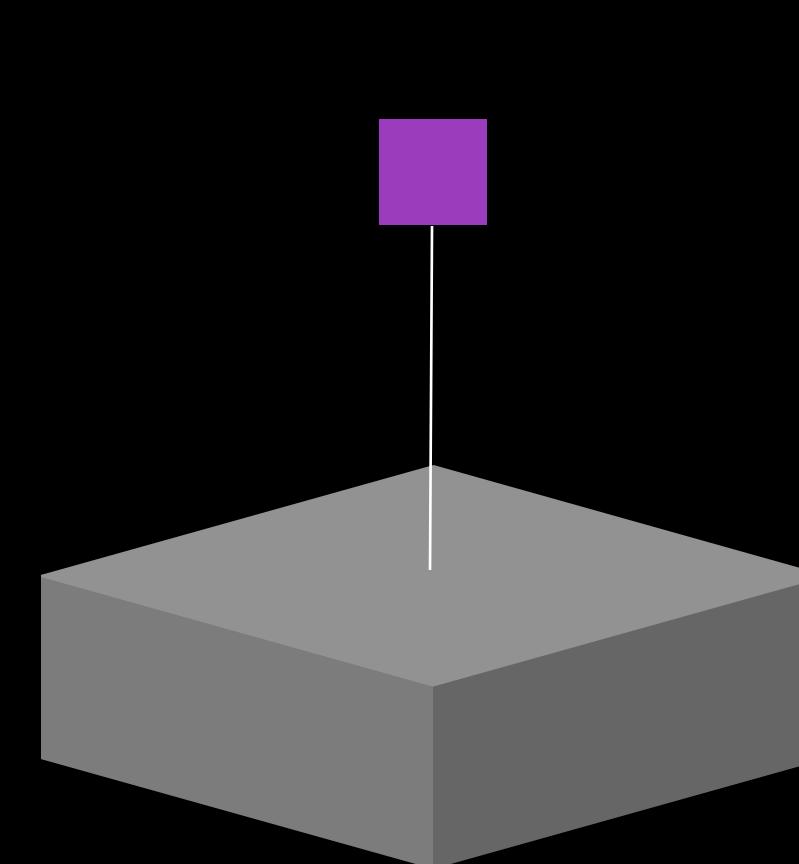
## RESULT

Content and Visibility  
Competitive Density  
New viewers = new players

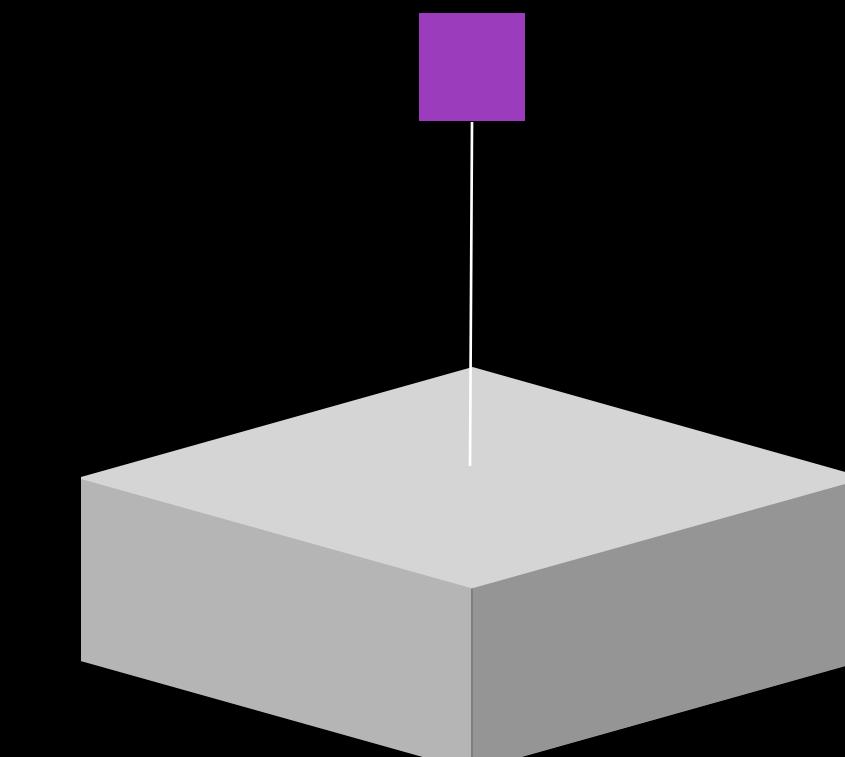
Used to seed the ecosystem



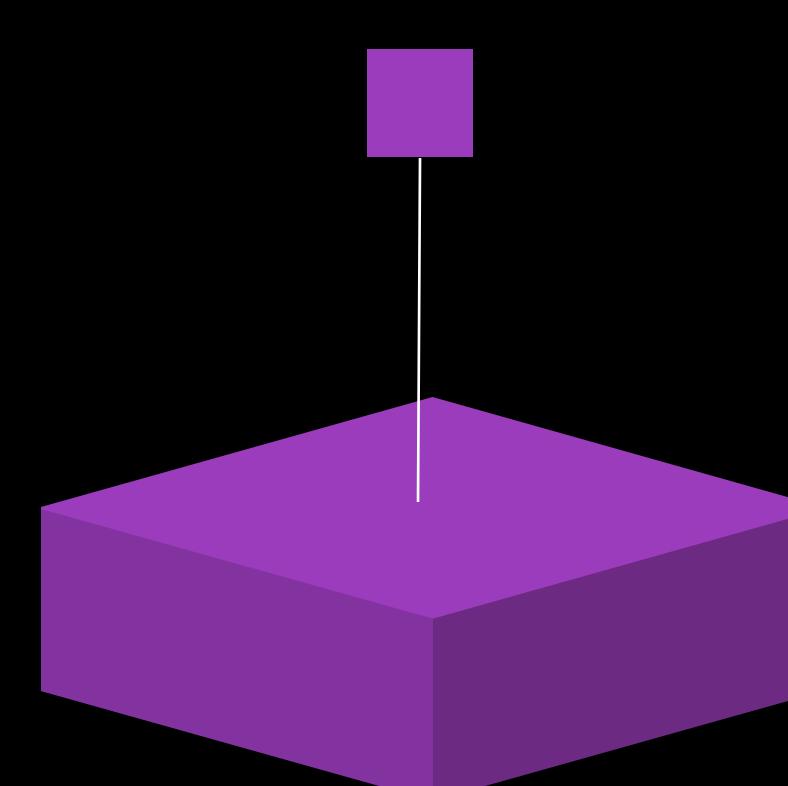
Long term organic growth



Competition creates desire



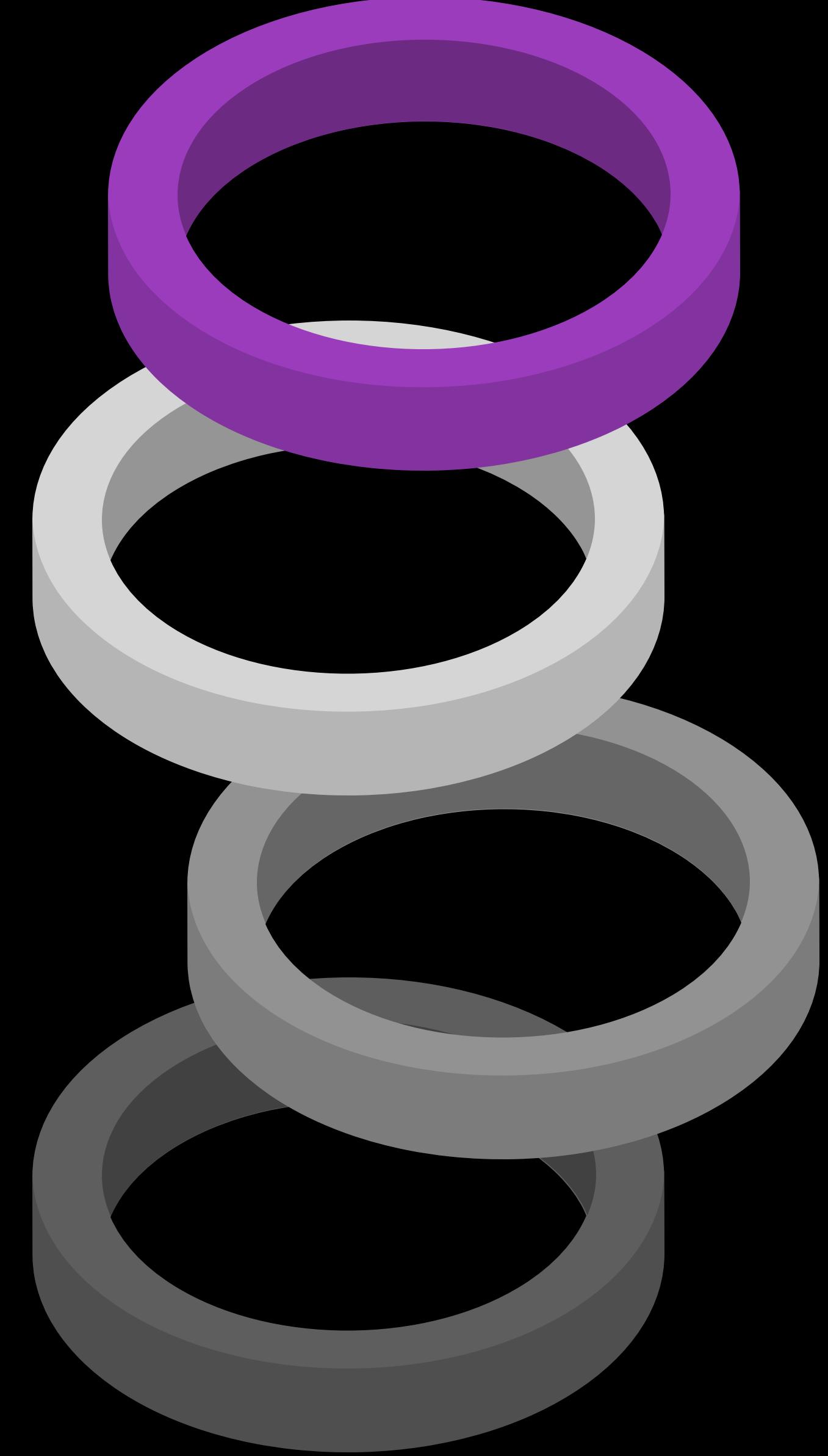
Manufacturing moments



**DASHDICE**

# EFFICIENT ACQUISITION

DashDice scales users through India's ultra-low CPI, then drives monetisation uplift as higher-ARPU regions unlock—creating strong predictable LiveOps revenue and expanding EBITDA over time.



## Acquisition

- India CPI **£0.08** enables low-cost early DAU growth and rapid iteration.
- DAU scales from **75k (2026)** → **1.5M+ by 2030**.

## Monetisation

- India **£0.04**, US **£0.15**, Japan **£0.30**, EU/UK **£0.12**.
- Cosmetic buyers ~**4% of DAU**; subscriptions scale from **3%** → **6%** over time.

## Cost Structure

- Platform fees fixed at **30% COGS** (standard mobile).
- Turn-based architecture keeps server costs low ~**£3 / 1k DAU pm.**
- LiveOps content produced efficiently via India-based team.

## Financial Trajectory

- EBITDA expands as UA efficiency improves and LiveOps scales predictably.
- Model supported by phased funding and disciplined burn management.

# MODELED GROWTH

A franchise designed to grow in both user count and asset value.

£14.6 M  
in  
**2030**

## USER SCALE

75k → 1.5M DAU (2026-2030)

MAU/DAU stabilises at ~3.2X

Organic uplift ~7% monthly

Scale driven by competitive retention and creator-led acquisition loops.

## REVENUE

~£14.6M annualised run-rate by 2030

Subscriptions become the largest recurring stream

Cosmetics + bundles compound with engagement depth

## MARGINS

30% fixed platform fees

EBITDA turns positive post-scale and expands annually

Content and infrastructure scale slower than DAU

## CAPITAL

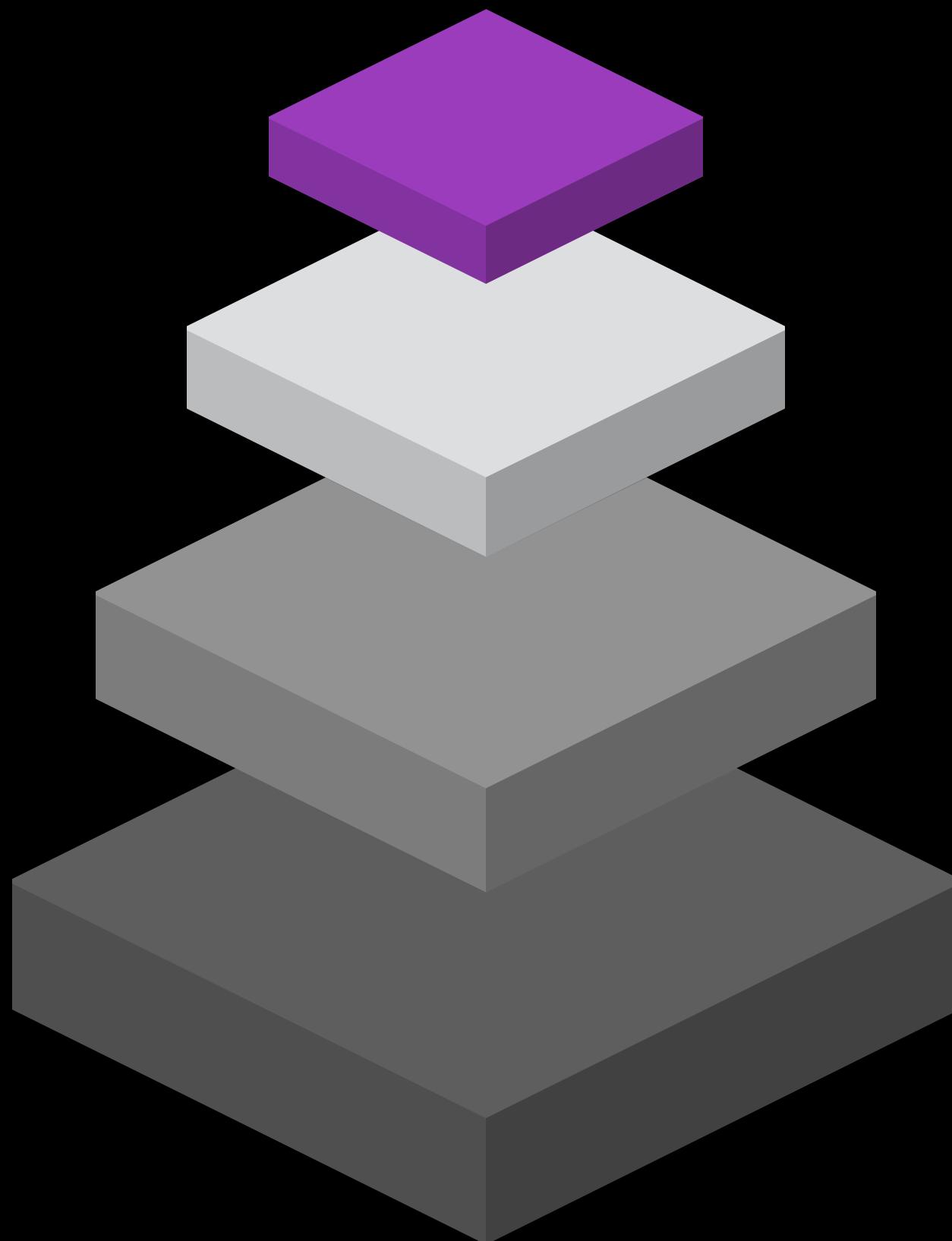
4 funding rounds, no liquidity gaps

Runway maintained across all phases

Burn peaks only during planned expansion windows

# A UNIVERSE

not just a game,



**SCALABLE AND OWNABLE**



## Distinct realms and factions

Rich worlds that evolve competitive identity.



## Character-driven cosmetic system

Visual identity anchors long-term player expression.



## Esports storylines

Competition fuels ongoing global narrative moments.



## Character-driven cosmetic system

IP built for expansion across media.

# THE COMPETITIVE BLUEPRINT

Competitive play from easy in-app tournaments to regional circuits and a global league, building viewership, sponsorship value, and long-term esports identity.



## MODEL A

Early competitive play.

- ✓ Fast-entry tournaments
- ✓ Ranking system
- ✓ Creator events
- ✓ Regional qualifiers

## MODEL B

DashDice Global League

- ✓ Professional teams
- ✓ Major championships
- ✓ Esports-only cosmetic line
- ✓ Global broadcast model

# REDUCING EXECUTION RISK

Expert advisors from leading industries ensuring DashDice executes with clarity, confidence, and world-class standards.

## TECHNICAL ARCHITECTURE

Autodesk backend engineer shaping DashDice's scalable infrastructure, AI systems, and technical architecture.

## BUSINESS & OPERATIONS

Manufacturing CEO advising DashDice on operational discipline, budgeting strategy, and scalable company structure.



## FINANCIAL & INDIA MARKET

VISA product lead advising DashDice on India market strategy, payments, and cross-regional financial operations.

## ART & CREATIVE DIRECTION

Montreal studio founder directing DashDice's visual identity, cosmetic quality, and long-term creative direction

# £600,000 PRE-SEED FOR 12% EQUITY

£251,000	£95,000	£100,000	£154,000
India studio operations	Seasonal cosmetic production	UA campaigns	Risk management buffer
Full development team	Creator activations	Creative testing	Legal & Compliance
Software & tools	High-quality VFX assets	Community growth loops	Cost variance
Founder Relocation	Marketing-ready visuals	Early retention data	Timing cushion
		Creator tournament support	

India-First GTM Execution

LiveOps Development

Building Community

20-Month Runway

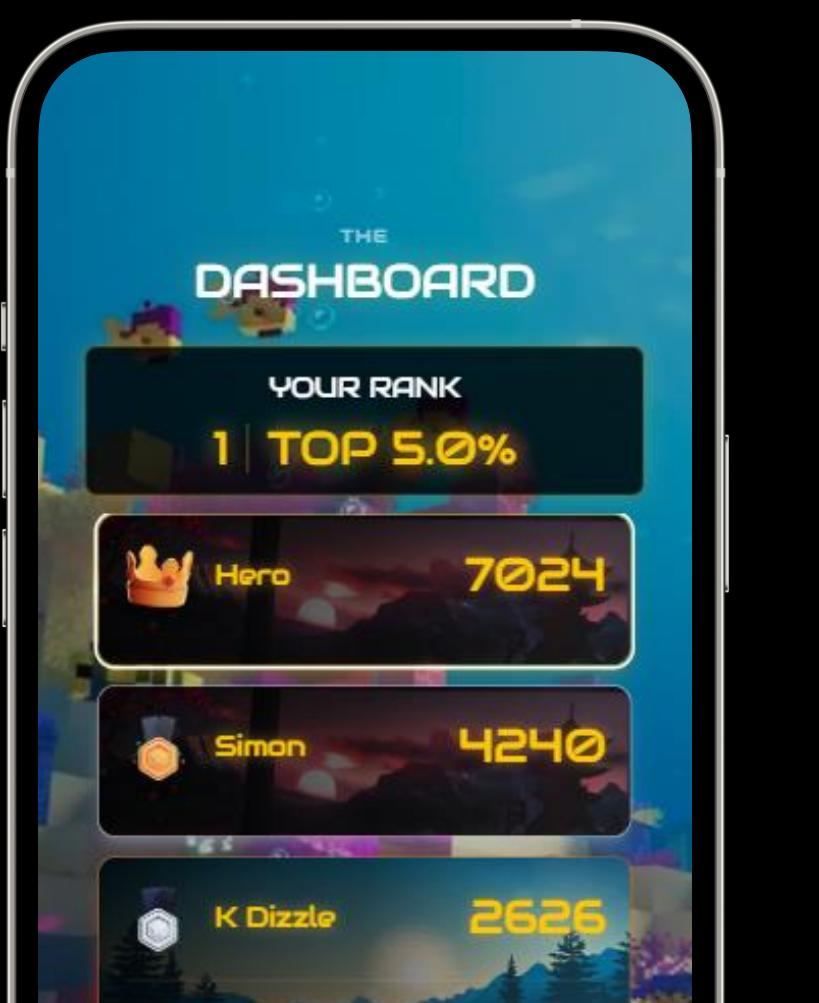
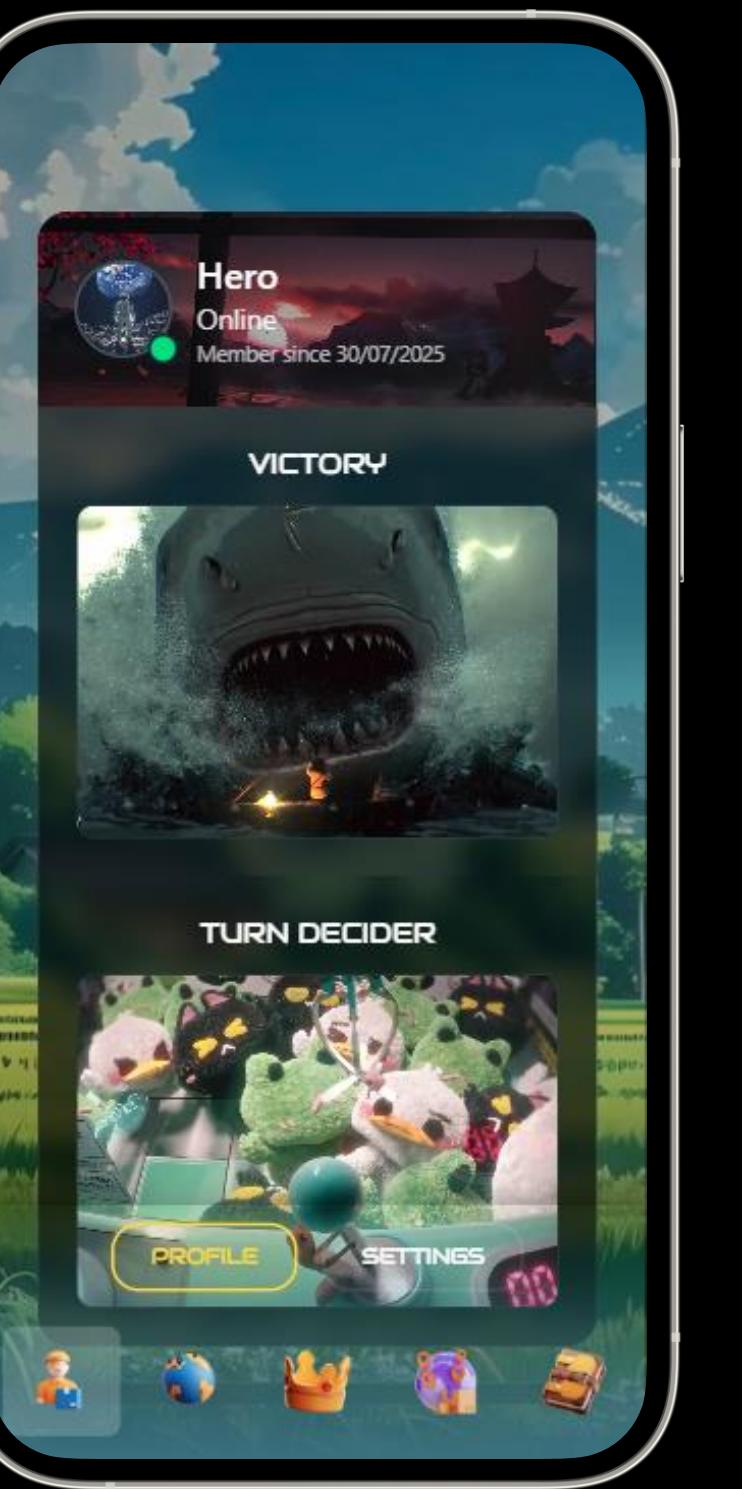
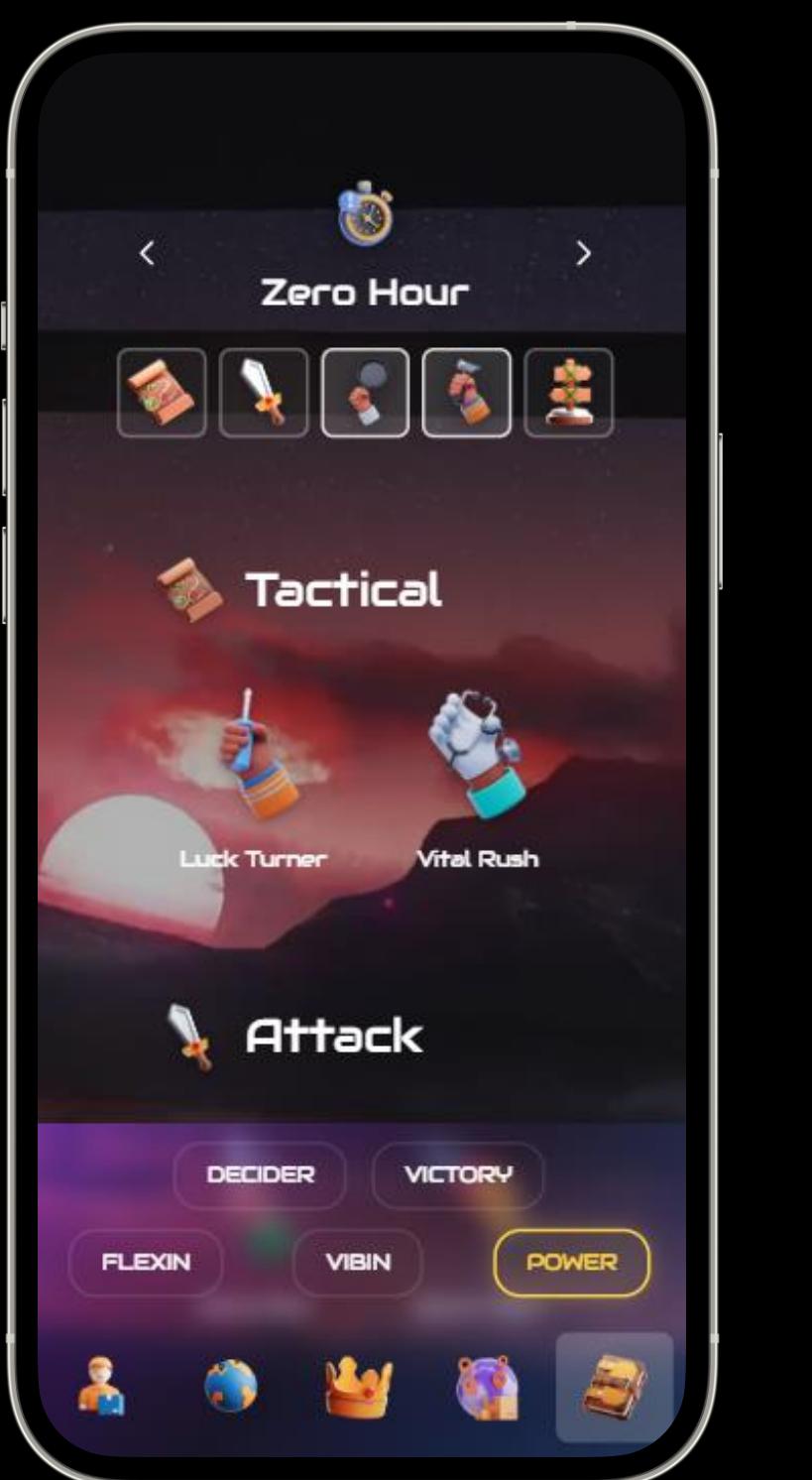
INDIA IS RISING

# WHY US WHY NOW

DashDice is built for the exact moment the market is shifting.

India is exploding as a competitive gaming powerhouse, AI communication is becoming the new global standard, and no studio is positioned to lead this transformation.

We have the plan, the advisors, the pipeline, and the execution roadmap — and we're ready right now.



# LET'S GET IN TOUCH



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