# Dashdice

## SKILL BASED MOBILE PVP STRATEGY GAME

## BUILT FOR INDIA FIRST GLOBAL SCALE.

AI-driven global communication.

# INDIA AND AI COMMUNICATION WILL BE THE NEXT WAVE

DashDice targets competitive mobile players in India who seek short-session, skill-first PvP experiences built around mastery, mind games, and strategic decision-making.

| SKILL-FIRST CULTURE | SKILL + CHANCE | COMPETITIVE IDENTITY | MOBILE-FIRST MARKET |
|---|---|---|---|
| Huge population of competitive mobile players who value improvement and mastery. | Creates tension and decisions create advantage | Young Indian players increasingly see themselves as competitive gamers | Competitive play in India is primarily mobile-native, not PC-first. |
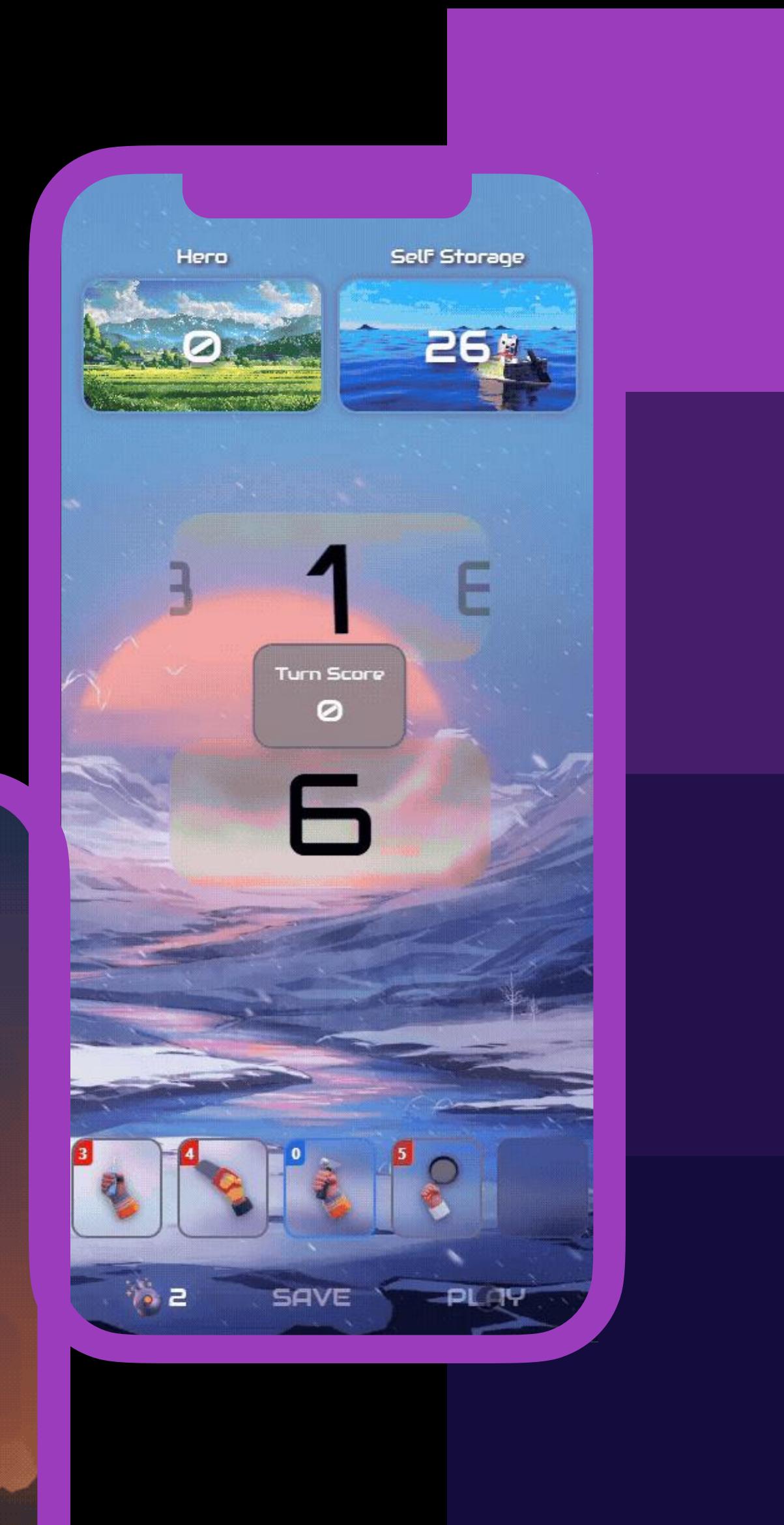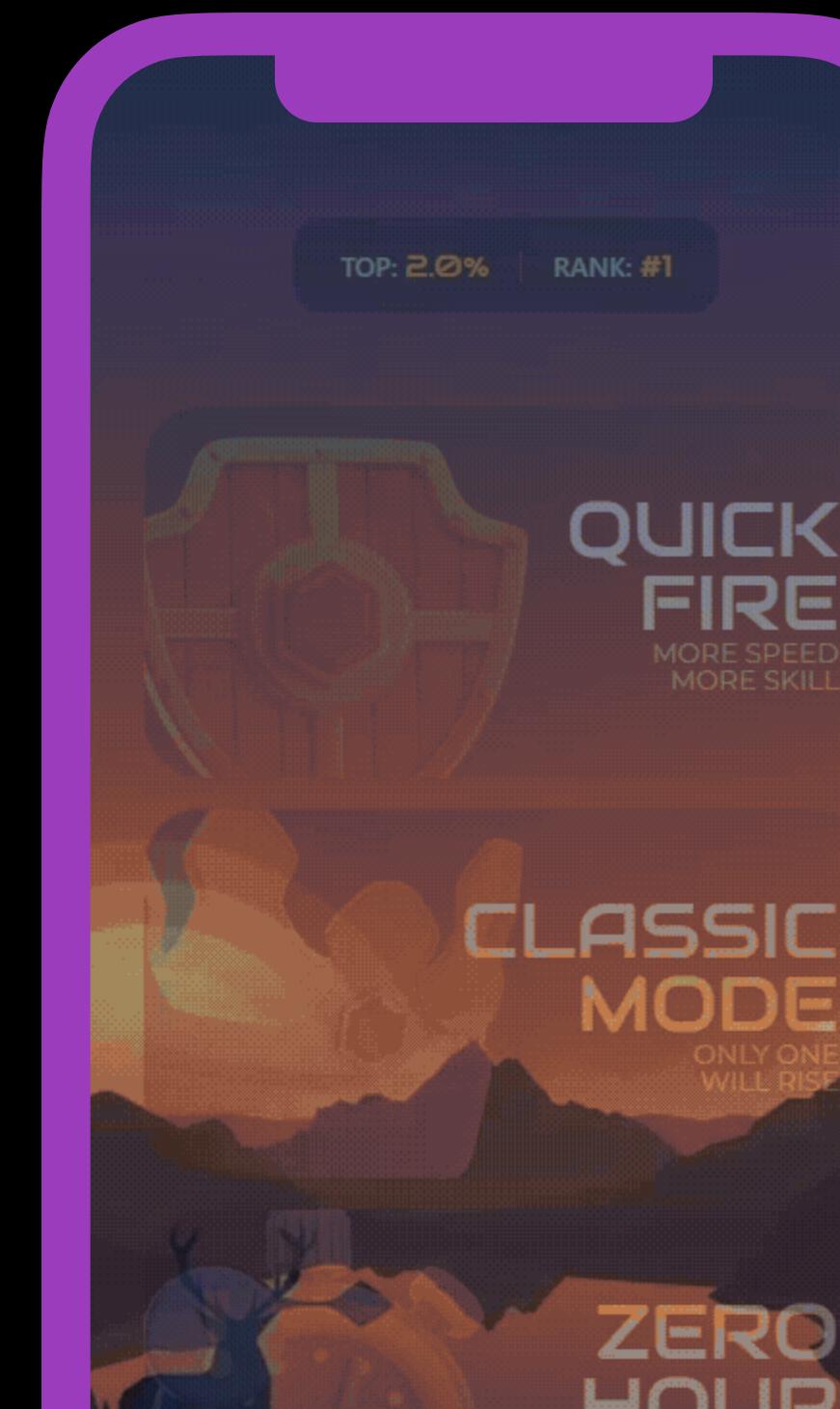
# SIMULTANEOUS DICE DUELS BUILT AROUND RISK, BANKING, AND TIMING



## Auto rolling

3 dice showing raw values

## Decide (1.5s)

Lock or Unlock

Bank or Hold
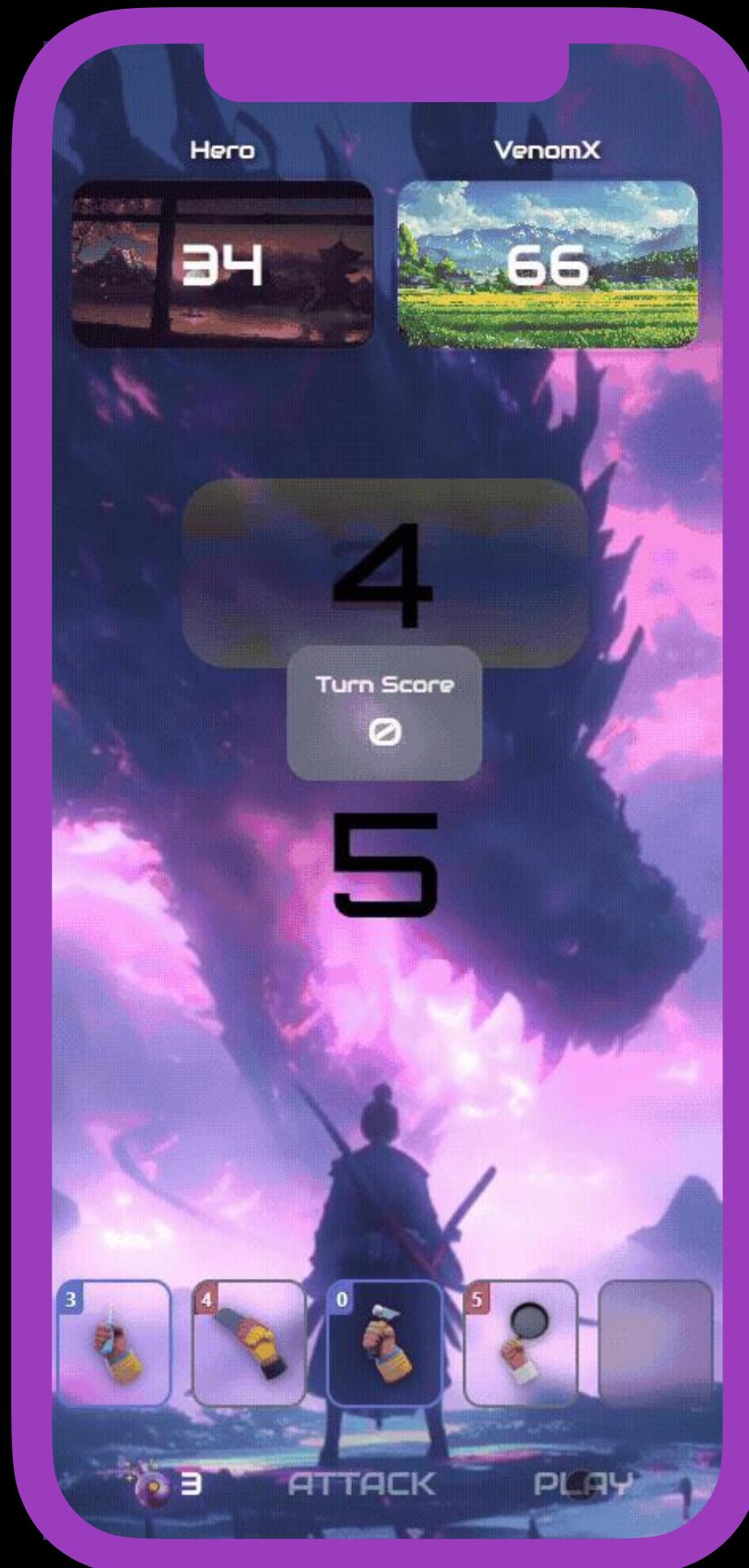
Summon a character

## Resolve

Locked dice persist
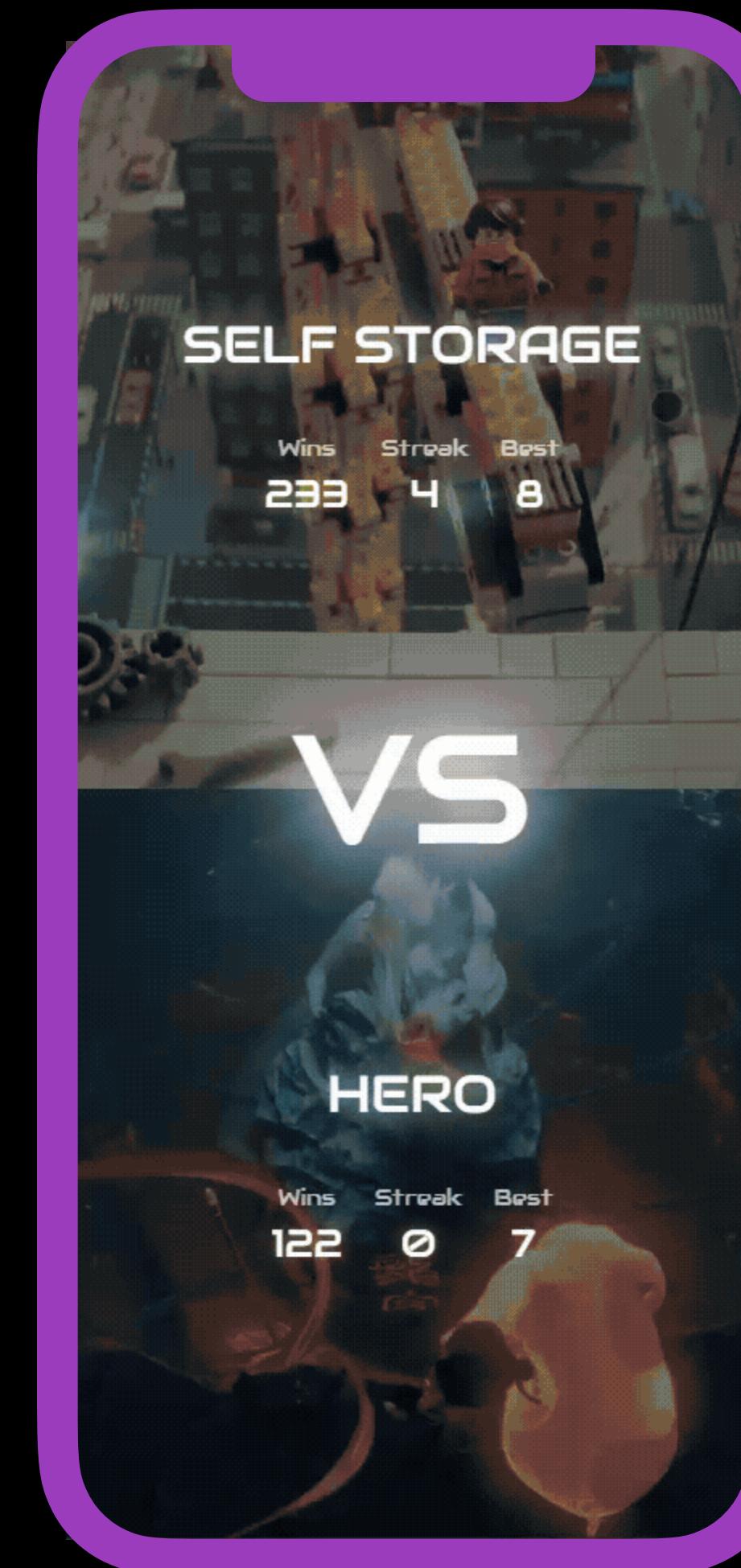
Bank converts points and Aura

# PLAYER-DRIVEN ECONOMY + HIDDEN INFORMATION



## Player-Driven Economy

Aura fuels characters

Strong turns fund future power

## Hidden Information

Forces inference, bluffing, and reads

## Simultaneous Play

No waiting for turns

Pure decision racing



## Mid-Match Adaptation

Drafted characters

Character Upgrades

## High-Stakes Matches

3-minute rounds

Every decision swings advantage

# COSMETIC-ONLY LIVEOPS MONETISATION

### What Players Buy

· Character skins

· Dice skins

· Animated backgrounds

· Profile cosmetics

No gameplay advantage.

### Why Players Spend

· Competitive identity & self-expression

· Showcasing mastery

· Personalising favourite characters

· Seasonal cosmetic drops

This aligns with skill-first positioning.

### LTV Drivers

· High session frequency

· Long-term mastery curve

· Cosmetic content cadence

· Seasonal refreshes

| ARPDAU | Platform Fees | LiveOps Cadence | Cosmetic buyers |
|--------|---------------|-----------------|-----------------|
| £0.04 | 15% | Weekly | ~4% of DAU |

# BUILT TO SCALE COMPETITIVELY WITH LOWER COST AND HIGHER RETENTION.

**COMPOUNDING RETENTION THROUGH COMPETITION, IDENTITY, AND CADENCE.**
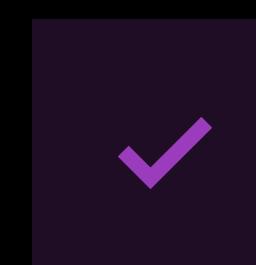
## LiveOps Efficiency
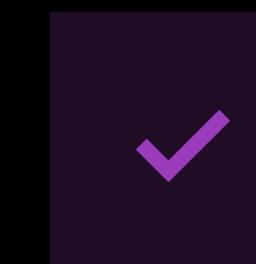
## Competitive Depth
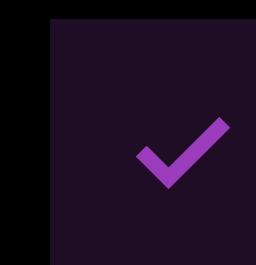
✓ Skill expression without pay-to-win

✓ AI-enabled global communication layer

✓ Designed for tournaments from day one

✓ Competitive depth without long session lengths

# EARLY TESTING VALIDATES FUN, FAIRNESS, AND COMPETITIVE DEPTH.

Functional playable prototype

48 testers, 5 countries

## Enjoyment Distribution

• 7 players → 9–10 (love it)

• 28 players → 7–8 (strong positive)

## Replay Intent

• 13 players → 9–10

• 22 players → 7–8

*Feedback directly shaped onboarding, abilities, and social systems.*

Full playtest results, methodology, and breakdown available on request.

# WE ARE RAISING £400K TO INDIA LAUNCH, AND RETENTION PROOF AND UNLOCK SEED

- Build production MVP

- Small senior dev-heavy team

- Early AI communication layer

- Closed testing → India soft launch

- Initial creator-led acquisition experiments

- D1 ≥ 35% | D7 ≥ 15% | D30 ≥ 8%

- ARPDAU: £0.05 – £0.15

- Payer Rate ≥ 3%

- ≥ 100k MAU (India soft launch)

- Blended CAC < $0.15 with payback < 9 month projection

**FULL USE OF FUNDS AVAILABLE ON REQUEST**

# LET'S GET IN TOUCH

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VIEW THE PROTOTYPE

https://www.dashdice.gg/investors

**APPENDIX AVAILABLE ON REQUEST**