



PITCH DECK



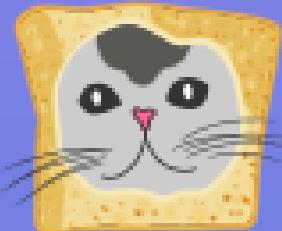


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Problem



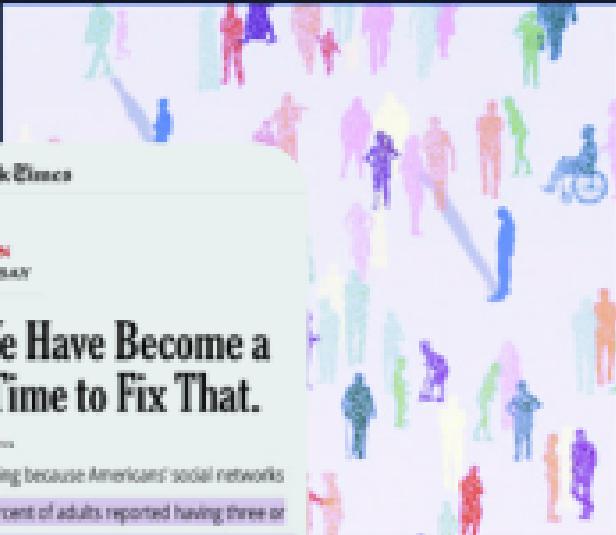
The modern world, post COVID - 19, is a lonely world. Various studies have been reporting a "Loneliness Epidemic" across all age groups, particularly young people.



Our Epidemic of Loneliness and Isolation

2023

The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community



New York Times

OPINION
GUEST ESSAY

Surgeon General: We Have Become a Lonely Nation. It's Time to Fix That.

By Dr. Vivek H. Murthy

Feelings of isolation and loneliness may be rising because Americans' social networks and interactions are in decline. In 2021, 49 percent of adults reported having three or fewer friends, compared to about 27 percent in 1985, per the report. For young people ages 15 to 24, time spent in person with friends fell from about 150 minutes per day in 2003 to 40 minutes per day in 2020—an almost 70 percent drop.

Gap in the market

- Games today are either single player (like virtual pet apps) or MMORPGs (like World Of Warcraft)
- There are no games that offer personal companionship
- Social media is often toxic or impersonal
- There are no apps that actively encourage you to develop a relationship with another Human



Solution

A smartphone application that will gamify social interaction between two users by role playing:

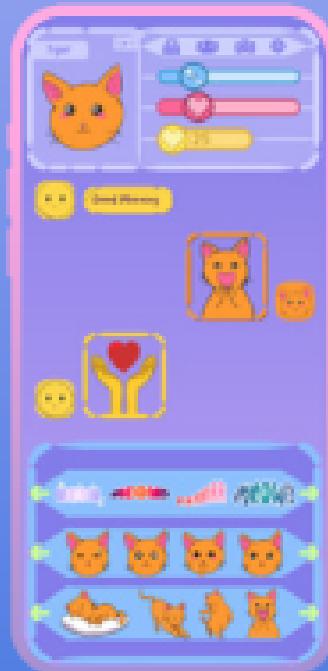
one user will play a Human with a pet cat.



The other user will play that cat

Unique value proposition

- ↪ The goal of the game is to maintain a relationship with another user over time
- ↪ A wholesome game of dedication and building / reinforcing a relationship with another person
- ↪ Not a game for gamers, but rather for anyone who wants more social contact



app features

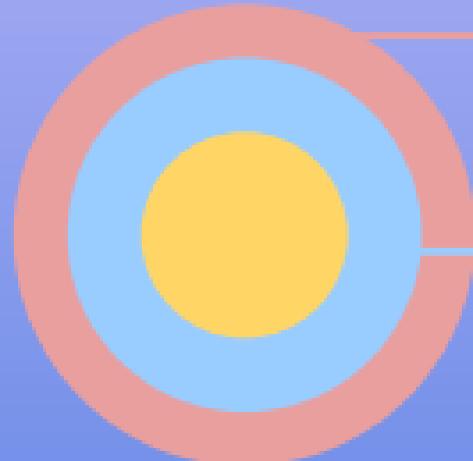


Game done mainly via stickers that represent actions

-  Cat player can send only stickers and "Meow"
-  Human player can send stickers and texts

Simple game mechanics, most notably food:
Human has to feed the cat a couple of times a day

Market Opportunity



Total addressable market for MeowMeow are female Instagram users who are in the 15 - 24 years' old age range who have no more than 10,000 followers - the number of these users, world wide, is approximately 245 Million Users.

Total Obtainable Market is the audience, out of these, who are following cat-related pages on Instagram. Going by the rule that 15% of traffic is driven by cat content (and dividing by 2 in order to be conservative) we get approximately 18 Million Users.

As immediate first adopter audience we will target the users of one or two popular cat channels on instagram. A prime such target is a page catloversclub with approximately 7 million users. We can estimate the target demographic within this population to be 700,000 users, who we will aim to be our first adopters.

Note:

this estimation is based on the following sources:

- <https://blog.businessinsider.com/instagram-demographic/>
- <https://www.statista.com/blog/instagram-statistics/>
- <https://www.statista.com/research/11110/instagram-followers/>
- <https://blog.purestorage.com/partnership/how-much-of-the-worlds-data-is-cat-content/>
- <https://www.instagram.com/catloversclub/>

Target Audience



Have Instagram
Have less than 10,000 followers
Like cat content on Instagram,
specifically channels such as catloversclub

Example Persona



22

Female

Graphic Designer

New York

Bio: Olivia comes from a suburban background, raised in a cozy home in a small town. She developed her love for cats from a young age, thanks to the presence of her family's cherished cat, Whiskers. Just moved to New York to look for work.

Goals: Olivia wants to become a graphic designer in New York. Meanwhile, though, she wants to make more friends and social connections in this big city she has moved to.

Interests: Cats, Art, Exploring The City

Devices: iPhone 13, Macbook Air

Business Model



➢ Like most free-to-use apps, monetization will work by selling in-game currencies and objects:



Rewarded Ads



In App Purchases (IAP)

➢ In game products:



More Cat / Human avatars and stickers
(e.g actions, emotions)



In - game items (e.g collars, clothes)



Premium accounts allowing to play with more people

Note 1:

hyper casual (usually only ads) games have an ARPDAU of \$0.03 while casual games (usually including both ads and IAP) have an ARPDAU of \$0.1, so we will assume \$0.05 in order to be somewhere in the middle, on the conservative side. It is likely that we can achieve better results though.

➢ Using this business model we will estimate that it is possible to Achieve an Average Revenue Per Daily Active User of at least \$0.05*

Go To Market Strategy: overview

The prime goal of MeowMeow when launching the app will be to create a core community that will form a base from which to expand. The main tools for that end:

01

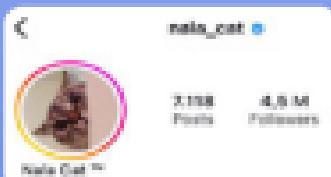
Viral Influencer marketing, using the massive eco system of cat content on Instagram:

Capture an initial large user base via sponsored content or partnerships with popular cat content Instagram accounts (for example: cats_of_instagram, catandcatcomics, lingvistov, nala_cat etc.)



129 k
Posts
Followers

Cats of Instagram
The most popular Instagram channel.



2.1M k
Posts
Followers

02

Referral marketing, utilizing the inherent multiplayer nature of the app:

Users often have play the game with others, and MeowMeow will capitalize on that, incentivizing and encouraging users to invite their contacts, thus creating organic growth and expanding the initial user core

03

Instagram Ads:

Complementing the other marketing channels with traditional ads in order to reach new communities.

Go To Market Strategy

Viral Influencer Marketing Set-up

The aim of this stage is to have as much impact as possible in a short amount of time after the launch of the game and capture a large audience that will form a core community of users

For that matter we will form partnerships with established cat-content channels and influencers like [catloversclub](#), [Simon's Cat](#), [cats_of_instagram](#), [catandcatcomics](#), [drawanimal](#), [lingvistov](#) or [nala_cat](#)

Potential partnership examples include:

- Having influencers using the app with each other
- Integrating influencer content into the app (for example having a cat avatar based on an Influencer cat or having an influencer design or draw a MeowMeow cat avatar)
- Using MeowMeow to create narratives that can be used as content the influencers (for example a comics strip made of screenshots of the app)



Go To Market Strategy

After the launch

Following the initial push of creating a core community of users, we will use the fact that the app is inherently multiplayer to incentivize users to invite their contacts. This will help expand the community in an organic way.

Traditional ads campaigns will not be the main format of user acquisition from the start, but after already having a substantial amount of users, ads can be more efficiently implemented, also for remarketing, using efficient tools like audience lists.



Competition

There is no direct competition to MeowMeow – there is no app where one player plays a human and another plays their pet.
Let's review the closest things though:



meowchat

MeowChat, a chat app that allows for random chat partners, oriented at dating.

MeowChat had approximately two million users, but has been inactive since 2021.



Neko Atsume

Neko Atsume Kitty Collector is one of the most well known and mature virtual pet- games, allowing players to raise a collection of cute, anime-style cats.

It has had more than ten million downloads since 2014.



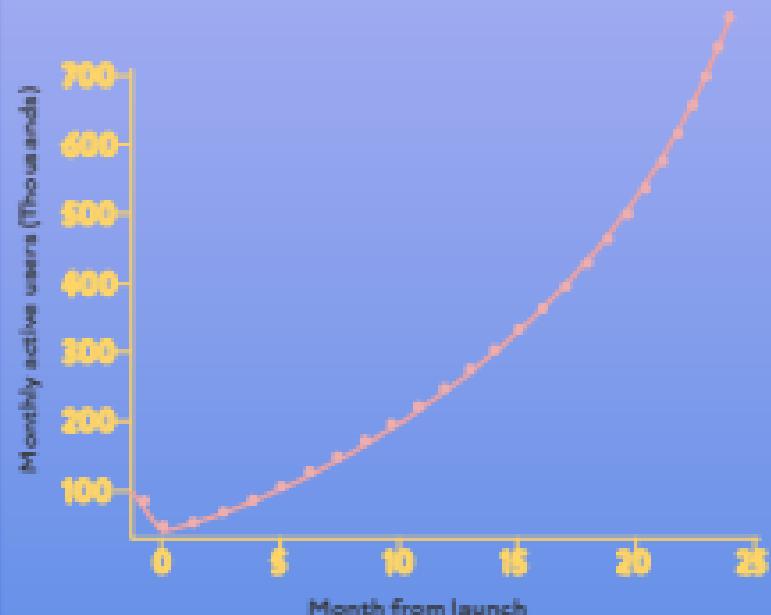
Neopets is a Massively Multiplayer Role Playing Game where every user plays an animal (and includes also cats). It was launched back in 1999, was bought for \$160m in 2005, but has been in a slow decline.

Financials - Very "Optimistic" Model!

Financial Projection
"Optimistic" Model (Thousands of Euros)

Revenue	Year 1	Year 2
In - App Purchases	1175	4200
Ads	785	2800
Gross Income	1960	7000
Expenses		
Salaries	420	600
Maintenance and IT	30	200
Marketing	1000	1500
Total Expenses	1450	2500
Net Profit (Before taxes):	510	4700

USER NUMBERS IN FIRST TWO YEARS ("optimistic" MODEL)



Note 2:

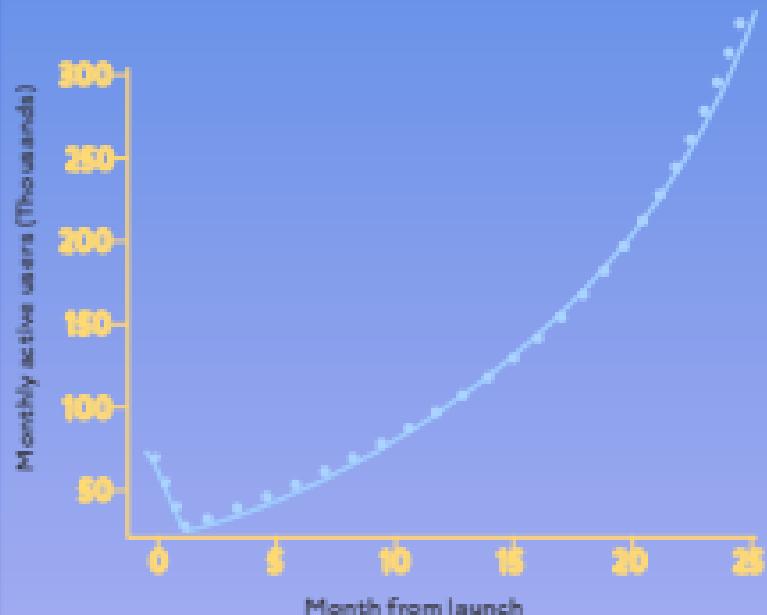
Casual gaming revenue is split roughly 60% / 40% between IAP and ads. We will assume this is going to be the ARPPUA split in our game (see the following link):
<https://www.statista.com/statistics/264597/global-pc-game/casual-games/worldwide/>

Financials - "Reasonable" Model

Financial Projection
"Reasonable" Model (Thousands of Euros)

Revenue	Year 1	Year 2
In - App Purchases	790	1835
Ads	550	1225
Gross Income	1340	3060
Expense		
Salaries	420	600
Maintenance and IT	30	100
Marketing	1000	1500
Total Expenses	1450	2200
Net Profit (Before taxes):	510	4700

USER NUMBERS IN FIRST TWO YEARS ("optimistic" MODEL)



Note 2:

Casual gaming revenue is split roughly 60% / 40% between IAP and ads. We will assume this is going to be the ARPPUA split in our game
see the following link:

<https://www.statista.com/statistics/1676/app/games/casual-games/worldwide/>

TEAM



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