

Empires & Puzzles: Player-First Monetization



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Understanding Our Player Segments, Frustrations & Strategic Opportunities



Time Whales

90% Monthly Active Users

- Highly engaged, minimal spending
- Value predictable progression & community

Key Pain Points

- **Slow F2P progression:** Treadmill effect, limited free opportunities.
- **Monetization fatigue:** Constant spend push diminishes free play experience.



Money Whales

10% MAU, 70-90% Revenue

- Spend to accelerate progress & gain premium upgrades
- Demand guaranteed value; sensitive to power creep & randomness

Key Pain Points

- **Power creep:** New content devalues prior investments, causing fatigue.
- **Gacha RNG:** High randomness in rewards for significant spending.

Strategic Opportunities



Convert Non-Spenders

Develop compelling value propositions for light spending, offering accessible entry points and predictable progression for Time Whales.



Retain Whale Spending

Address power creep and Gacha randomness by ensuring guaranteed value, new engaging content, and transparent systems for Money Whales.




Reduce Player Friction

Streamline user experience, improve transparency, and minimize frustration points for both segments to foster long-term engagement.

By understanding these player segments and capitalizing on these strategic opportunities, we can create a sustainable monetization engine.

Solution 1: Valor Pass 2.0 – Two-Tier Battle Pass System

A sophisticated dual-tier battle pass designed to monetize both player segments through value-appropriate offerings, addressing specific pain points while creating sustainable recurring revenue.




Recruit's Pass (\$4.99)

For **Time Whales** & new players:

- Enhanced daily rewards & F2P currency
- Exclusive cosmetics & seasonal event access

Benefits: Predictable, accelerated progression; high value for minimal investment; community inclusion.

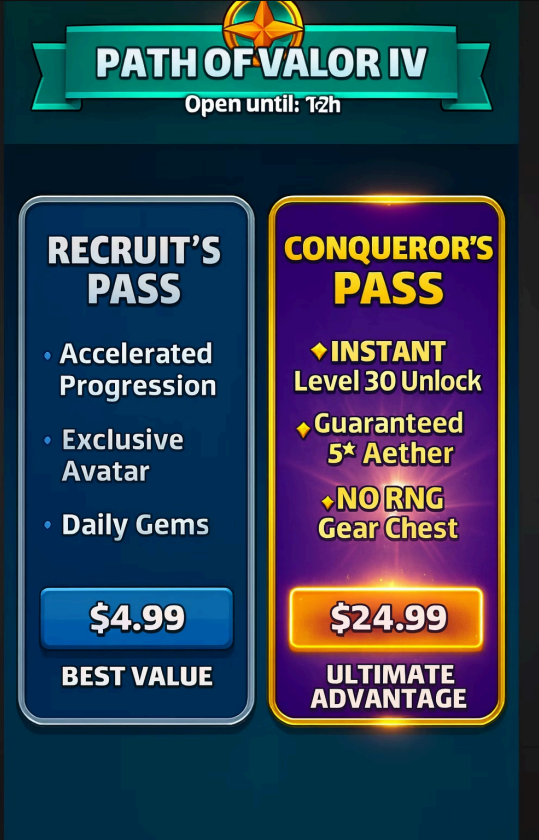


Conqueror's Pass (\$24.99)

For **Money Whales** seeking advantages:

- All Recruit's Pass benefits
- Premium currency & guaranteed rare gear (no RNG)
- Legendary cosmetics & instant level boosts

Benefits: Guaranteed high-value rewards; accelerated progress without Gacha RNG; exclusive status.



PATH OF VALOR IV
Open until: 12h

RECRUIT'S PASS

- Accelerated Progression
- Exclusive Avatar
- Daily Gems

\$4.99

BEST VALUE

CONQUEROR'S PASS


- ♦ **INSTANT** Level 30 Unlock
- ♦ **Guaranteed 5* Aether**
- ♦ **NO RNG** Gear Chest

\$24.99

ULTIMATE ADVANTAGE


VALOR PASS 2.0

Why Valor Pass 2.0 Succeeds




Dual Monetization Strategy

Tailors value for Time Whales (Recruit's Pass) and Money Whales (Conqueror's Pass), capturing revenue from both segments.



Addresses Player Pain Points

Offers predictable progression for F2P players and guaranteed high-value rewards without Gacha RNG for spenders.



Sustainable Revenue Generation

Establishes recurring revenue streams by enhancing player engagement and providing clear, appealing value paths for all users.

Solution 2: Veteran Rewind System

Feature Demonstration



Before: Classic Hero



After: Rewind Applied

What It Does

Modernizes outdated 5★+ heroes, preserving player investment and combating power creep for beloved legacy heroes. Enhances roster depth without cannibalizing new summons.

Core Value

- Protects investment & boosts loyalty
- Complements monetization
- Combats power creep

Why It Succeeds



Combats Creep

Keeps legacy heroes relevant.



Protects Invest

Boosts loyalty.

Key Capabilities



Modern Passive

Contemporary synergy.



Reroll Mana

Adjust mana generation.



Enhances Roster

Adds value to collections.



New Monetization

Sustainable revenue.



Advanced Stats

New progression paths.



Swap Passives

Costume ability exchange.



Reforge Grid

Reset talent points.







Strategic Align

Balance & satisfaction.

Expected Impact & Revenue Modeling

+16%	+15%	75K+	≥10%
Payer Conversion Rate	ARPPU Growth	New Payers	Annual Revenue Growth
Projected increase in total paying user base	Average revenue per paying user uplift	Additional monetized users in year one	Total revenue increase target achievement

6-Month Success Metrics

 Pass Conversion Rate 16%+ adoption	 New Payer Acquisition 75K+ users
 VIP Retention 15% churn reduction	 Player Satisfaction NPS +25 pts, App Store ≥4.3

Strategic Benefits

- Evergreen monetization with predictable revenue
- Less reliance on short-term promos
- Improved player sentiment
- Enhanced retention

📄 Detailed revenue projections are in the accompanying Google Sheet, showing ≥10% annual revenue growth from combined implementations.

[Click here](#)

**** Assumptions attached in appendix**

Appendix: Key Assumptions Behind the Approach



Baseline Game Metrics

- Annual revenue: \$180M
- MAU: 1M
- Valor Pass conversion: 10% (100K buyers/month)



Player Behavior Assumptions

- Time Whales (90% MAU): Respond to \$4.99, low-friction value.
- Money Whales (10% MAU): Seek guaranteed outcomes (pity tokens, hero selection, rewind tokens).



Adoption & Pricing Assumptions

- Recruit's Pass (\$4.99): 100K buyers/month (10% of non-buyers + 10% downgrades).
- Conqueror's Pass (\$24.99): 90K buyers/month (90% upgrade from existing pass).
- Veteran Rewind Token (\$19.99–\$29.99): High adoption from veteran players.



Market & Genre Assumptions

- Battle passes (\$4.99–\$24.99): Aligned with top-grossing games.
- Deterministic systems: Proven ARPPU + retention drivers.
- Power creep mitigation: Common in aging RPG live-service games.



Live-Ops & Ecosystem Assumptions

- Seasonal cycle: 50 days.
- Features: Evergreen, not event-specific.
- Cannibalization: Not expected; systems complement summons.



Revenue Modeling Assumptions

- Combined systems: Drive $\geq 10\%$ annual revenue uplift.
- Full model: Available in linked Google Sheet.