**Ideas**

* Flappy bird type where you fly a bat between spikes
* You are a cookie rolling down a hill. Over time you degrade, and leave crumbs behind you. You have to avoid various obstacles, as well as being able to not crumble into oblivion. You have to collect cookie dough in order to not break down, but if you collect milk you degrade faster. However if you get too big, your jumps becoming sluggish and so it is harder to avoid obstacles. If you get smaller, you travel faster and your jumps are bigger, but you are also more likely to die. If you reach a certain score (or through micro transactions), you can get special cookies that add bonuses as well as some gold coins. Micro transactions or spending gold coins also allow “packs” of cookies that act as lives which will give you a new cookie once you’ve died. As you get further, it gets harder – like a milk factory with puddles of spilt milk or you have to avoid a flock of birds who want to peck at the cookie. Free version with adverts when you die, or paid version with no adverts when you die.