

To everyone's surprise  
hyper-casual mobile apps became  
a thing around 2020.

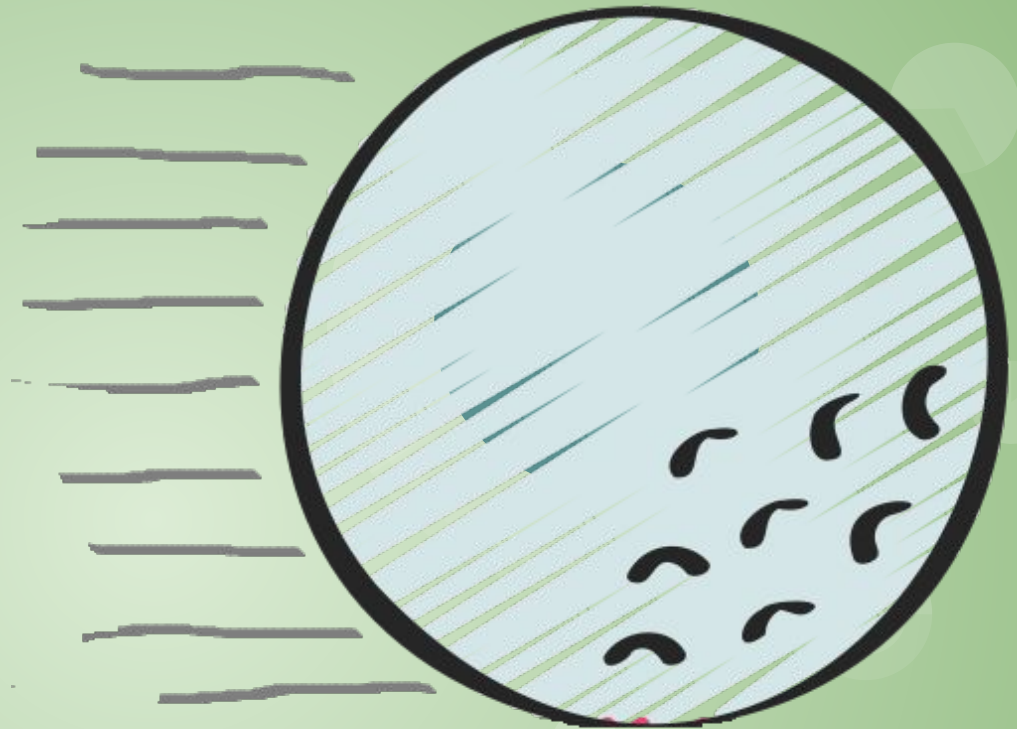
By 2022 they accounted for “29  
percent of all [mobile] downloads  
worldwide.”

<https://www.pocketgamer.biz/hypercasual-led-the-download-charts-in-2022-while-rpgs-dominated-consumer-spend/>

Today it's closer to 40% but  
falling, turns out popping virtual  
bubble wrap gets boring after a  
while.

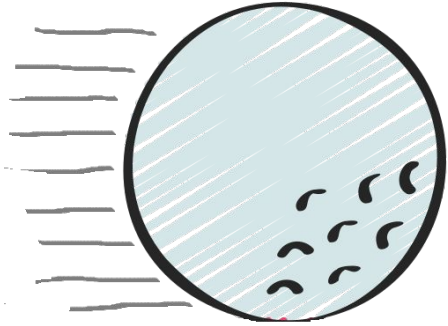
Enter ***HYBRID***-Casual.

***The next trend in mobile gaming.***



”Hybrid-casual games take the mass appeal and accessible mechanics of hyper-casual games and combine them with deeper gameplay loops and balanced economies of casual games.”

<https://unity.com/blog/the-shift-from-hyper-to-hybrid-games-and-why-it-matters-for-everyone>



Company: ***Just Relaxing***

Founder: John Nilson

Target Sector: Hybrid-Casual Mobile Gaming

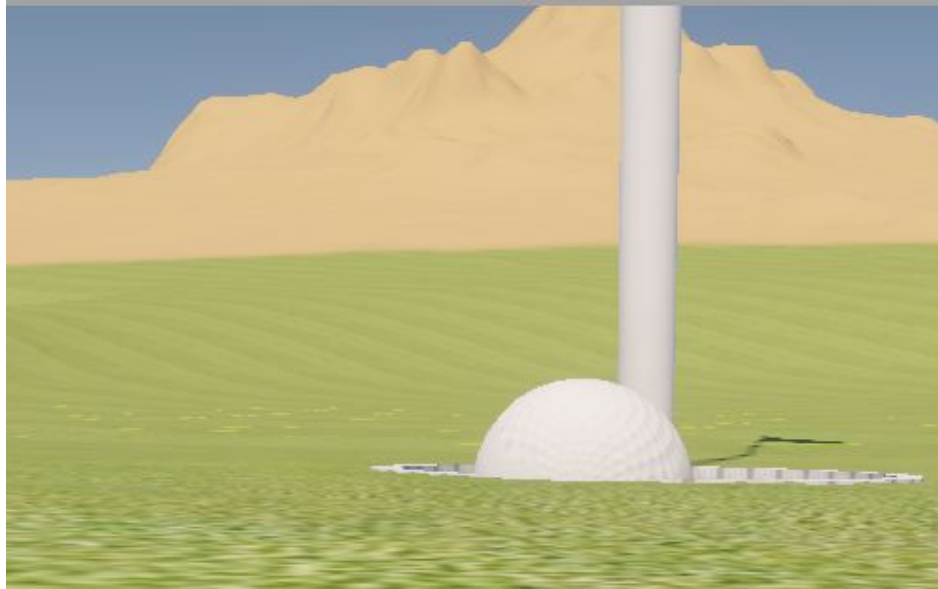
MVP: Mobile App ***Just Putting***

Home Base: Harwich, MA

Founder's Previous Employers:  
Delphi Internet, Thomson  
Financial Services, Fidelity  
Capital Markets, iBelong,  
Lightbridge, Carefx, Quality  
Health Ideas.

Worked Remote Since: 2005

University: Brown



Pitch Deck Created: November 2024

# Executive Summary

- 1) ***Just Relaxing*** makes unique Hybrid-Casual Games cheaply and quickly for a market that is ripe for the plucking.
- 2) For example there are no Android/iPhone\* apps that just let you putt on a practice green like you would in real life.
- 3) Mobile Gaming is the most profitable of all gaming platforms

- \$103.5 billion in revenue in 2022\*\*

- top 5 mobile golf apps made ~\$8 million in Q1 2024 on Android alone\*\*\*

- No Wifi Game maker JindoBlu made ~\$500,000 per day in ad revenue in September of 2024\*\*\*\*

\*[https://play.google.com/store/search?q=putting&c=apps&hl=en\\_US](https://play.google.com/store/search?q=putting&c=apps&hl=en_US), <https://www.apple.com/us/search/Golf-Putting?src=serp>

\*\*<https://www.statista.com/statistics/278181/global-gaming-market-revenue-device/>

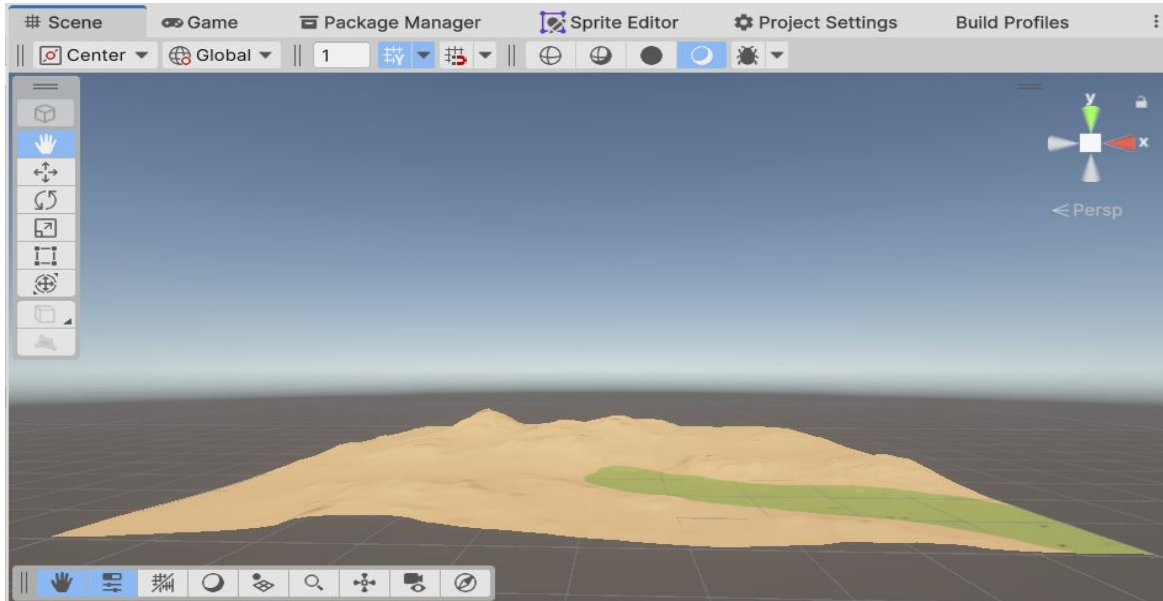
\*\*\*<https://sensortower.com/blog/2024-q1-android-top-5-golf>

\*\*\*\*<https://youtu.be/q9groW1mOnY?t=262>

Myth: Normal people come up with the best ideas.

Reality: **Unconventional** people come up with the best ideas.

Hybrid-casual like its hyper cousin is **unconventional** and for good reason. Amid record layoffs in the Video Game industry the casual gaming sector has thrived.



What does a hybrid-casual game look like? Let's make one.

Step 1: Add some terrain, make it a desert scene so we don't need trees, save time and money.

# Not Bad For No Money

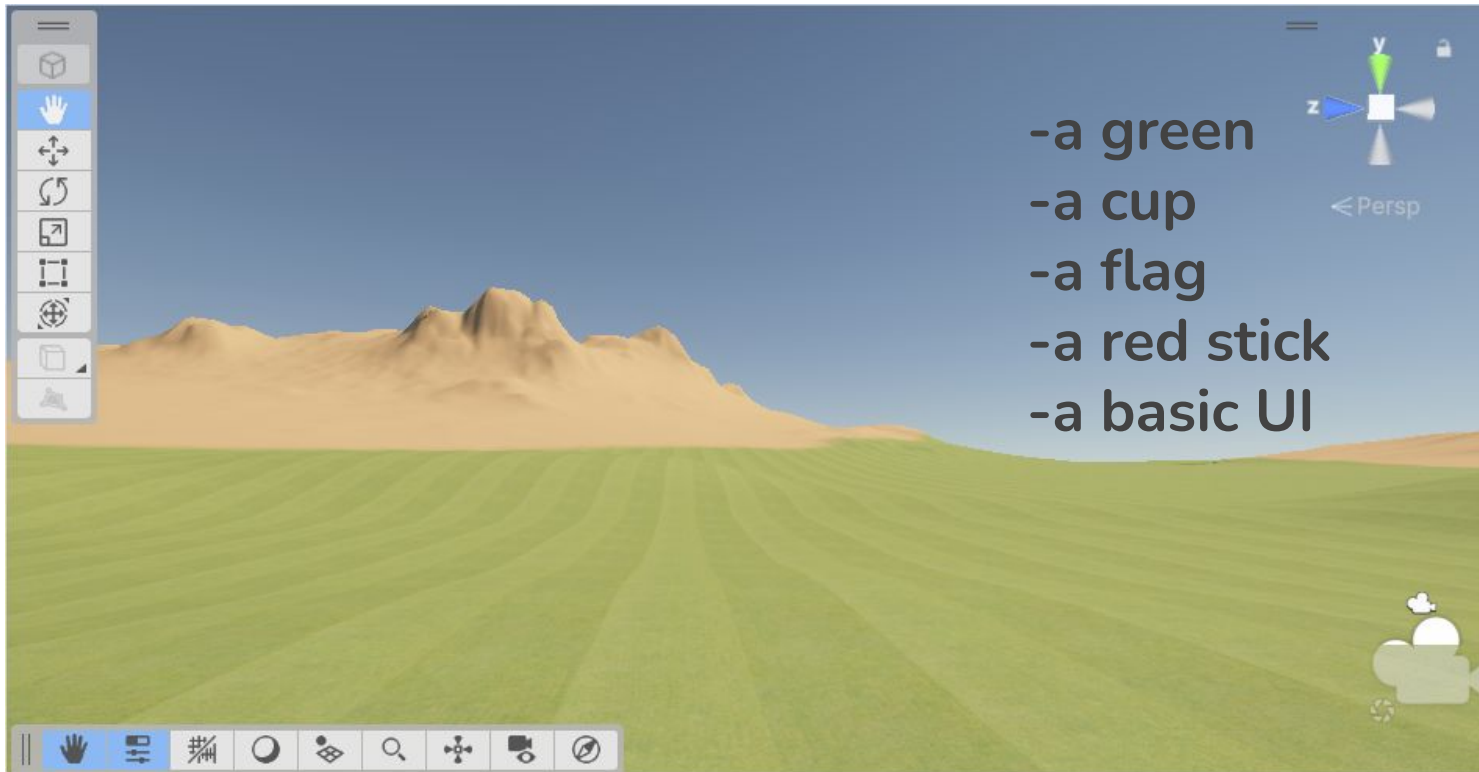
Step 2) Add:

Looks good.

Let's go  
even simpler  
though.

Forget the  
entire golf  
course.

Let's just do  
putting.



- a green
- a cup
- a flag
- a red stick
- a basic UI

## Step 3) Add a User Interface

*Click screen  
to place Red  
Aiming Stick  
where you  
want the  
putt to go.*



*Settings*



*Putt The Ball*



*Look Around*



*Power*



# MVP: JustPutting

And that's it! I added some arrows to show the terrain more clearly so players can learn to read a green.

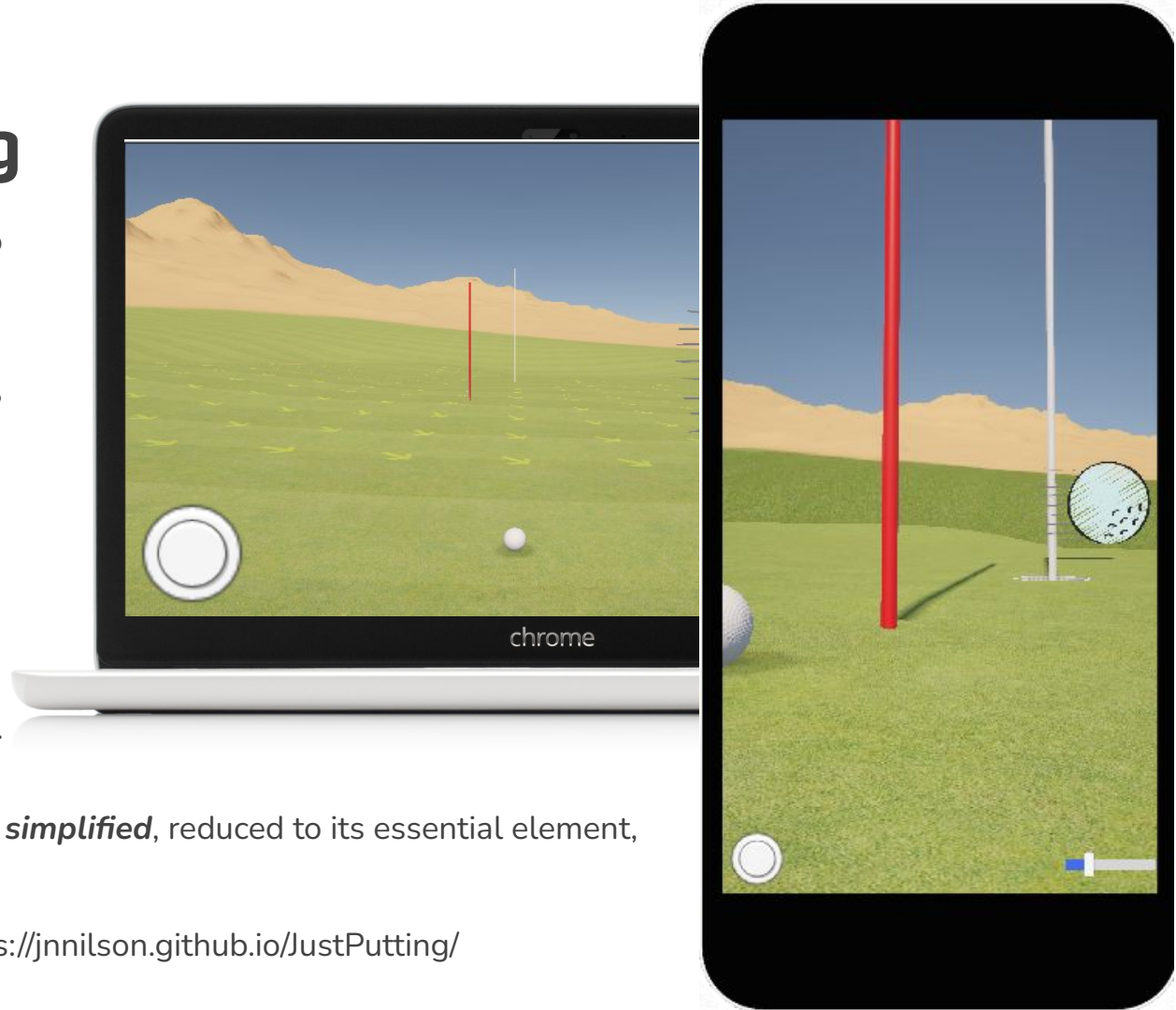
Why hasn't someone else done this? People spend **billions** feeding their addiction to this one activity.

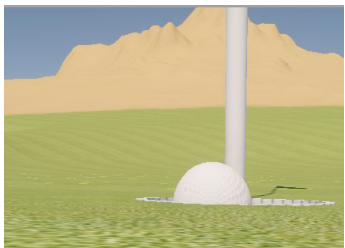
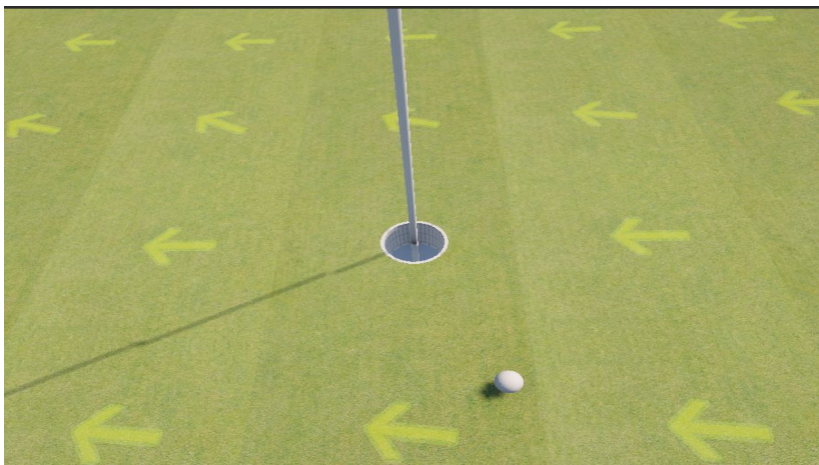
Too simple? Didn't hyper-casual games disprove that myth?

New Motto: *Less Work, More Money.*

Value Proposition: ***Any sport can be simplified***, reduced to its essential element, and sold as a HYBRID-casual game.

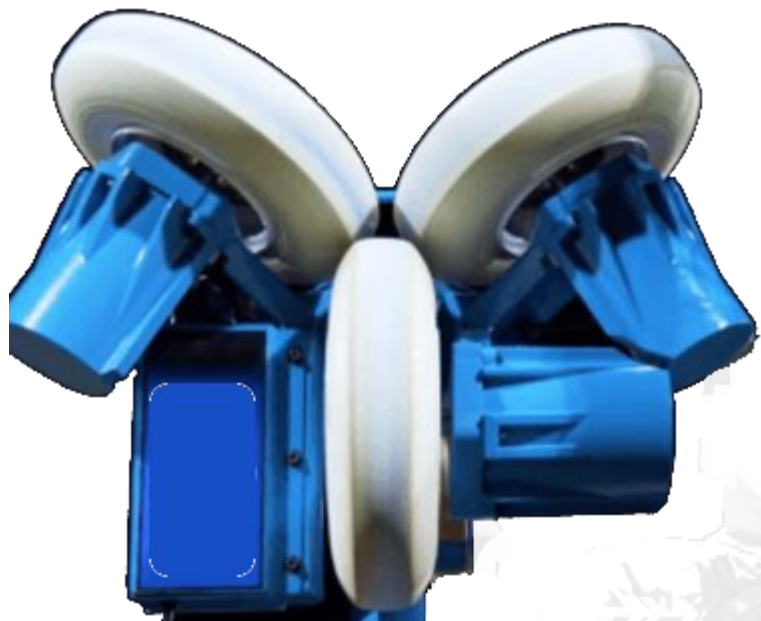
Proof of Concept playable here: <https://jnnilson.github.io/JustPutting/>





## JustPutting

It actually took about a month and it's not published yet but with a little more work it's a game that could sell ads. And because it's Golf the **eCMP is higher** than hyper-casual. This isn't complicated.



## JustPitching?

No one has ever made a baseball game that uses a pitching machine. Why not? Because that would be too hyper-casual? Add an AI batter and it's a shippable game that can make money. Upsell the player if they want a human opponent instead of AI?



## *JustPitching?*

- Set the dials on a pitching machine*
- Recreate any pitch in baseball*
- People spend billions watching baseballs pitched every year*
- Casual but not too casual.*
- HYBRID-Casual?*

# The Future

Founder wrote a hyper-casual game in 2014 but gave it up because it was too hyper-casual.

Player would “sculpt” a motion onto a character. Here’s a screenshot targeting the Golf Swing.

Could be translated to any human motion, dancing, funny walks etc.

And no one does it, could be first to market...imagine the profits!

<https://youtu.be/Uhi3R3U3Gvo>

