

The video game industry is in crisis, they're *spending too much* on development, making games that are too complex for too little return. Let's do the opposite. Let's spend no money and go hyper-casual...



But how casual?

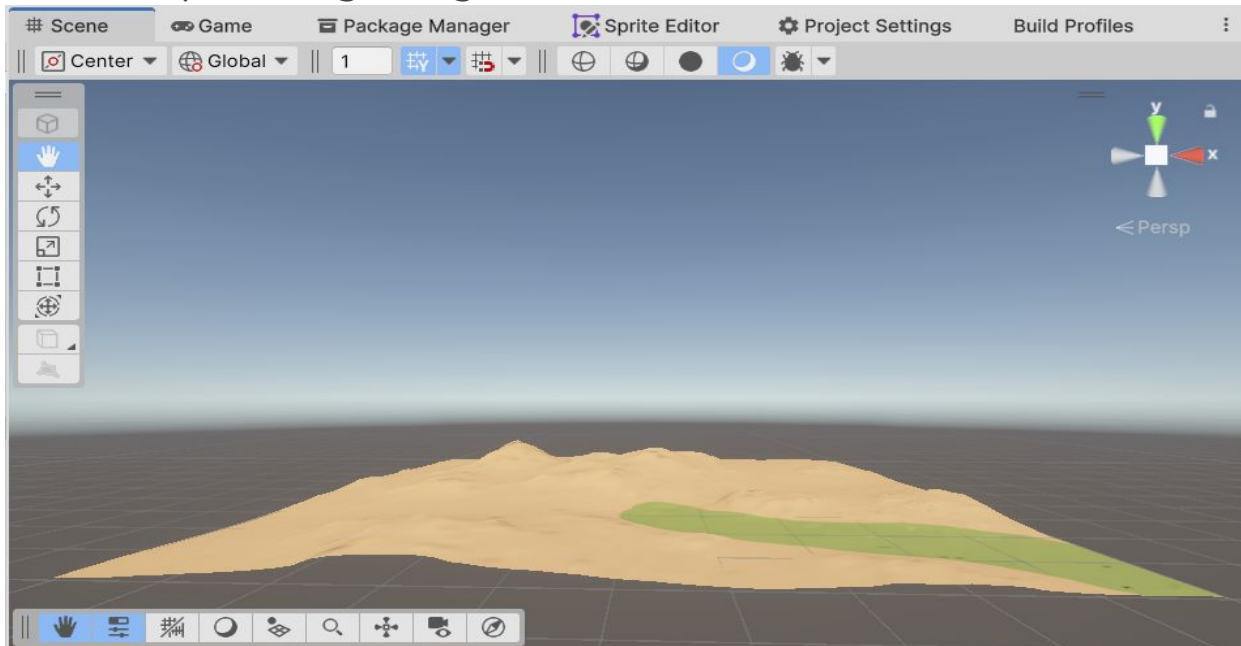


Let's write an entire Golf App inside this Pitch Deck!

About me

(I almost escaped business software in 2014 when I wrote a hyper-casual Golf App, but I gave it up because I didn't think hyper-casual would go big. How can small go big? So I got another "real" job.)

Let's start by making the game a desert scene so we don't need any trees.

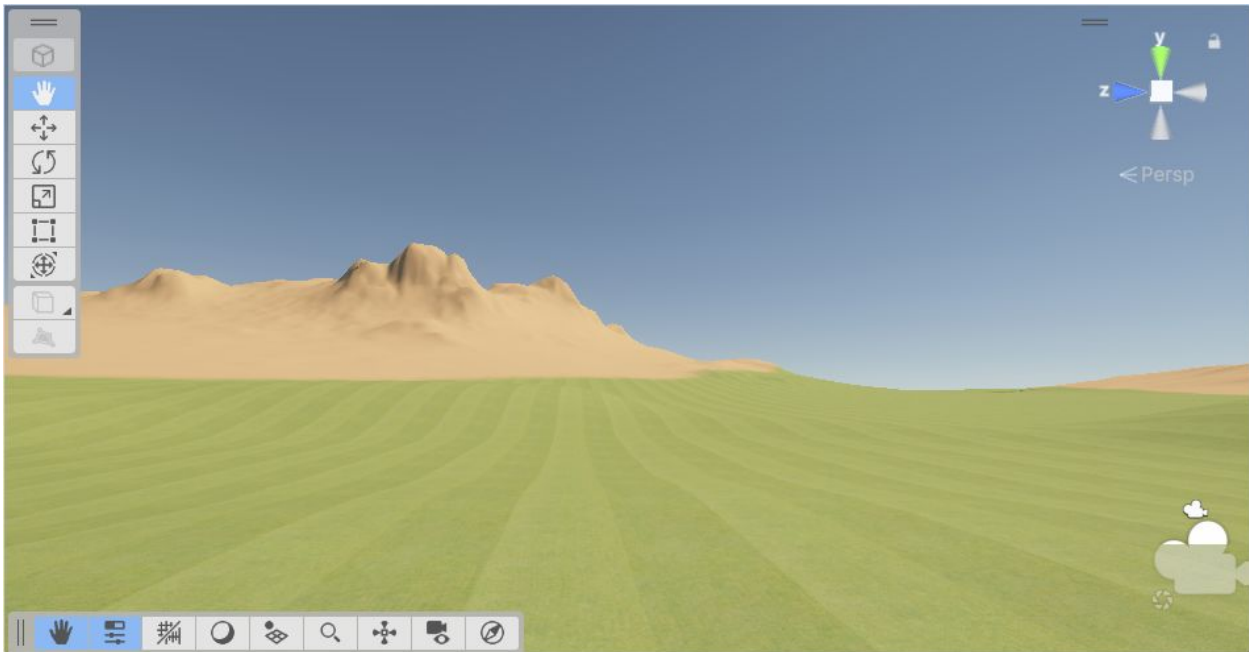


...save some time.

Not Bad For No Money

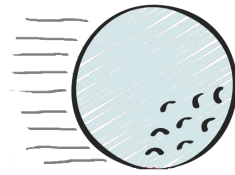
Let's go
even simpler
though.

Forget the
entire
course, let's
just do
putting.



We'll need
-a green
-a cup
-a flag
-a red stick
-a basic UI

Place Red Aiming Stick Where You Want The Ball To Go
Slider: Power
Joystick(lower left) = Look Around



= Putt The Ball





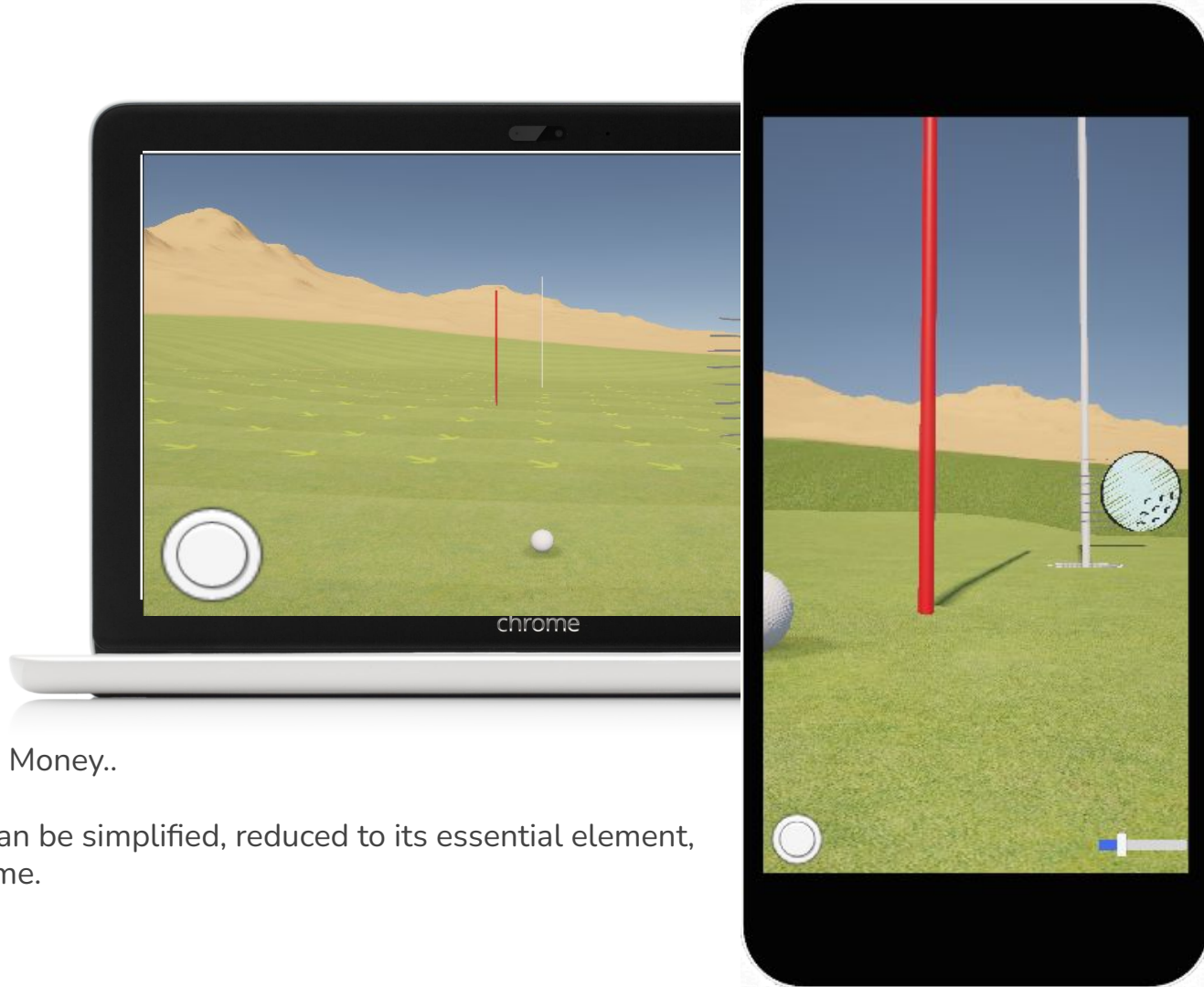
Just Putting

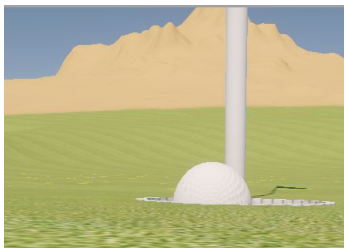
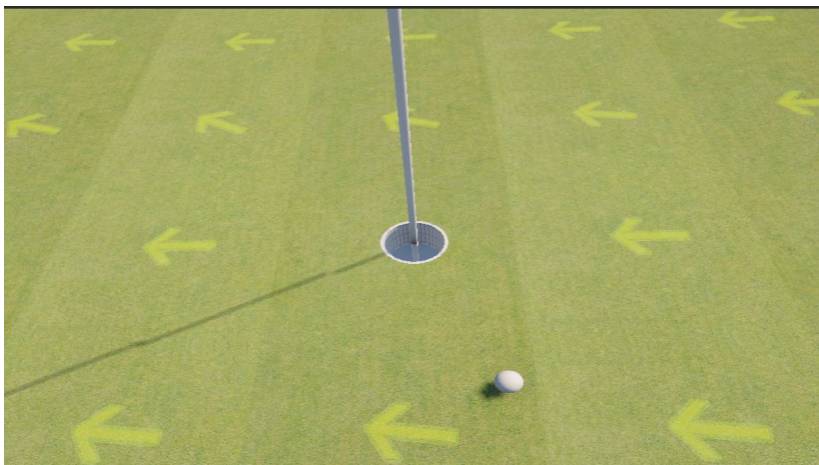
I added some arrows to show the slope of the green. The iPhone shows a close up, not bad for 5 minutes of work.

The concept is sound, people spend **billions** feeding their addiction to this one activity.

Motto: Do Less Work For More Money..

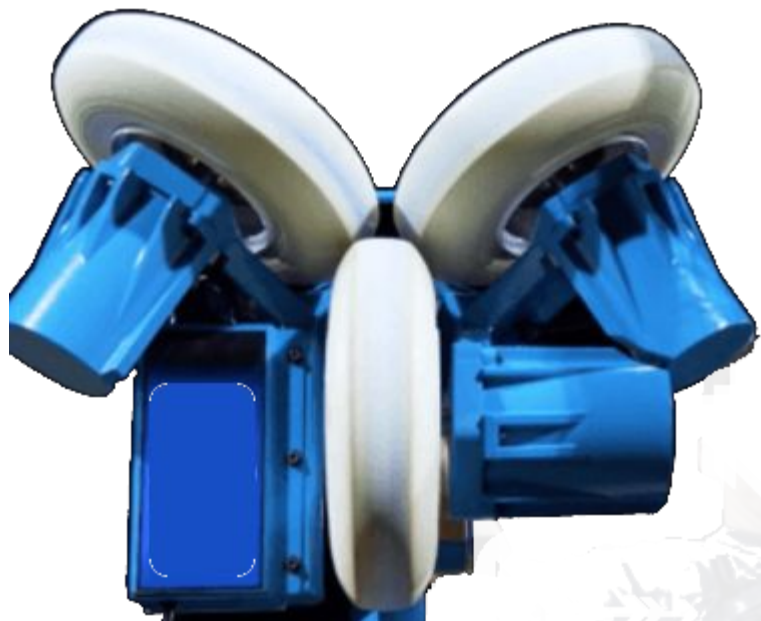
Value Proposition: Any sport can be simplified, reduced to its essential element, and sold as a hyper-casual game.





JustPutting

It actually took 3 months and it's not published yet but it's a game that could sell ads. Why? No app lets you just practice putting. Golf is addictive, 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?

Let's make another Mobile App!

JustPitching

Two Apps, One Pitch Deck



Follow Through

Is developing a hyper-casual app
really that easy?

Will I follow through?

Check back here for updates.

