

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

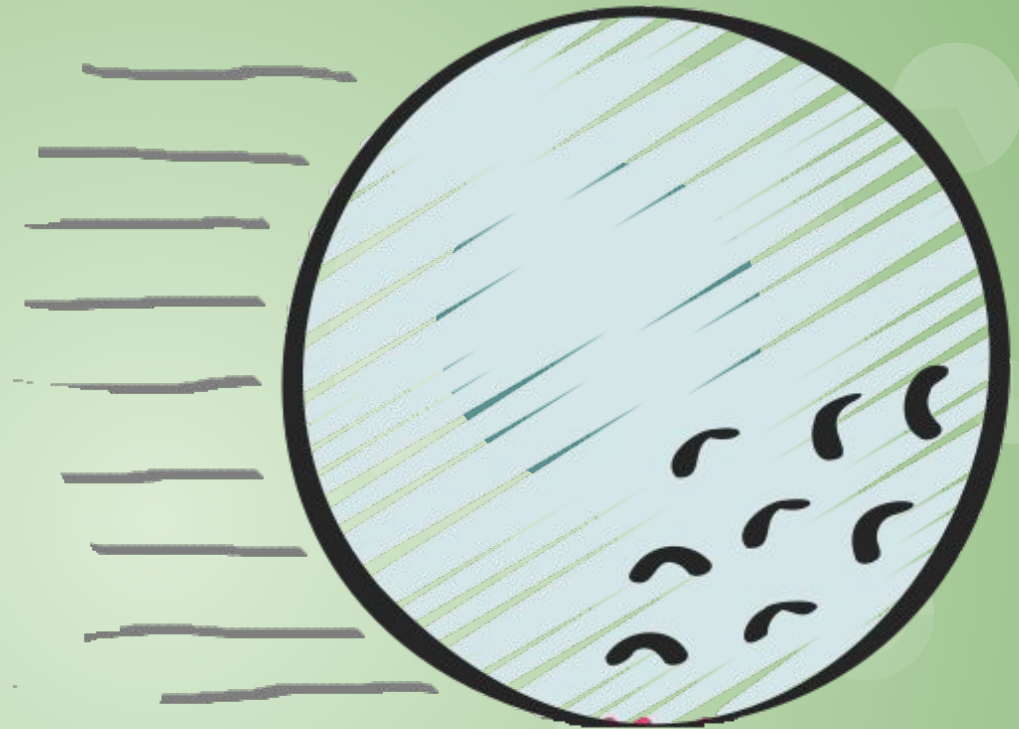
By 2022 they accounted for “29
percent of all [mobile] downloads
worldwide.”

<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.

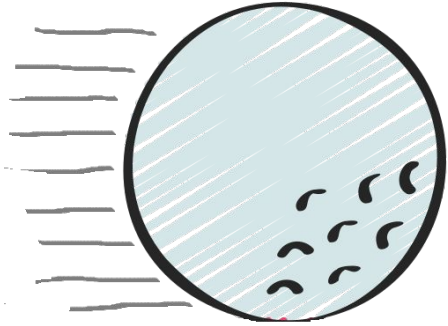
Enter ***HYBRID***-Casual.

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

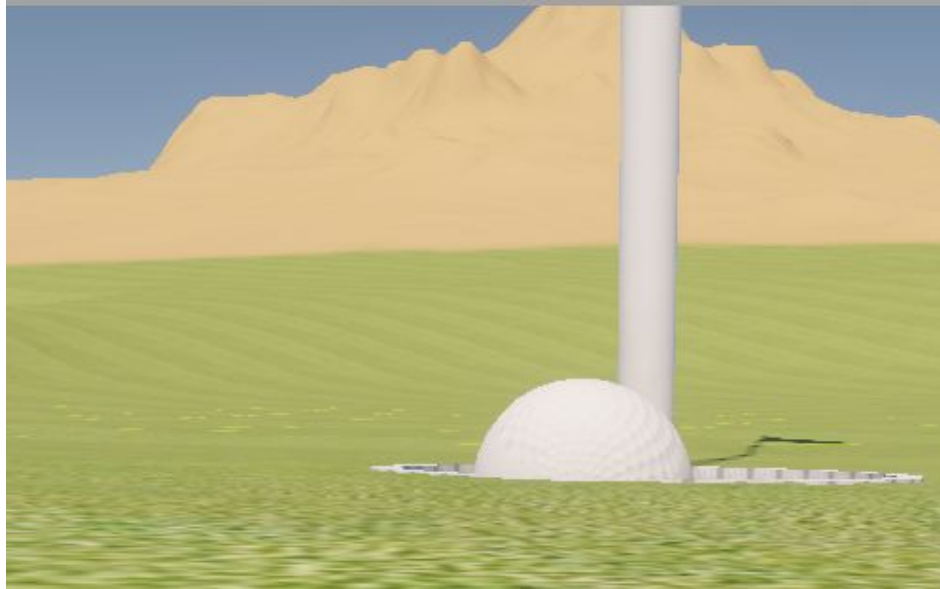
MVP: Mobile App ***Just Putting***

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://www.apple.com/us/search/Golf-Putting?src=serp>

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

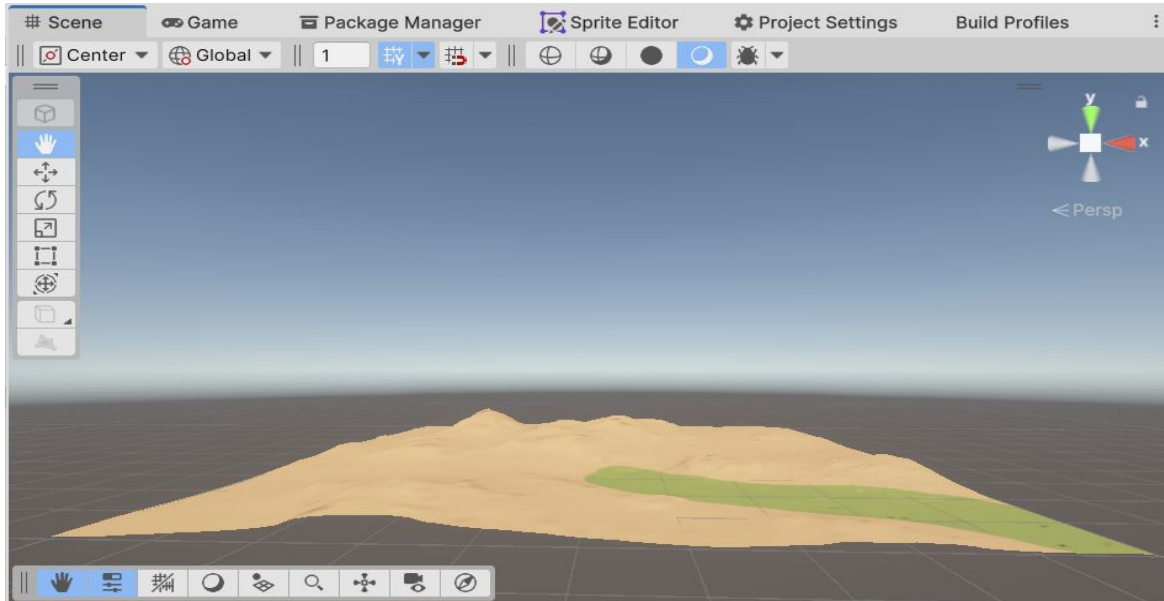
***<https://sensortower.com/blog/2024-q1-android-top-5-golf>

****<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

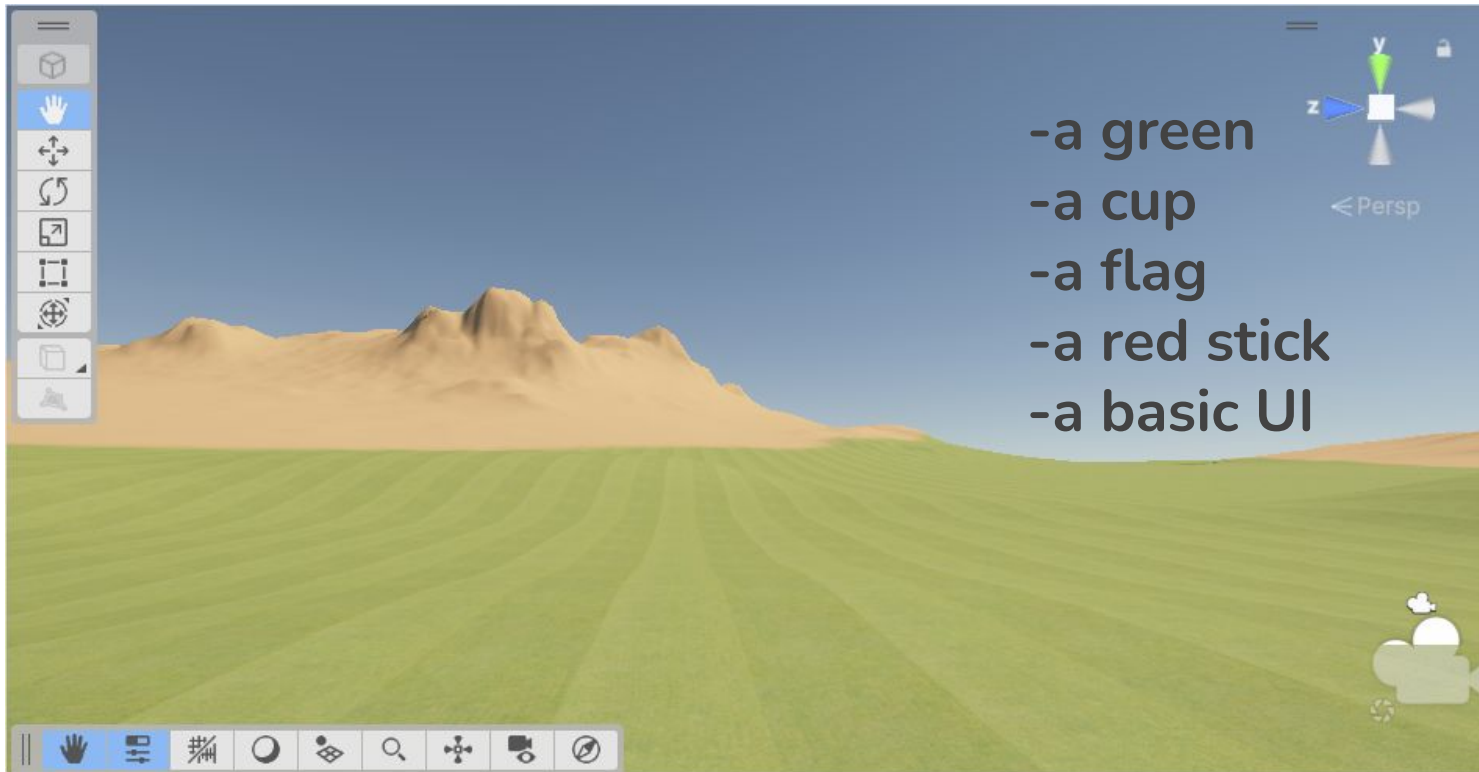
Step 2) Add:

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

“78% of core golfers have at least one golf application on their smartphones.”

<https://www.nqf.org/golf-app-usage-on-the-rise>

61.2 million golfers worldwide

<https://www.golfmonthly.com/features/how-many-golfers-are-there-in-the-world>

“The average [in app purchase] amount is \$12.77 on iOS, \$6.19 on Android”

<https://www.businessofapps.com/guide/in-app-purchases/>

“Less than 2% of mobile gamers make an in-app purchase”

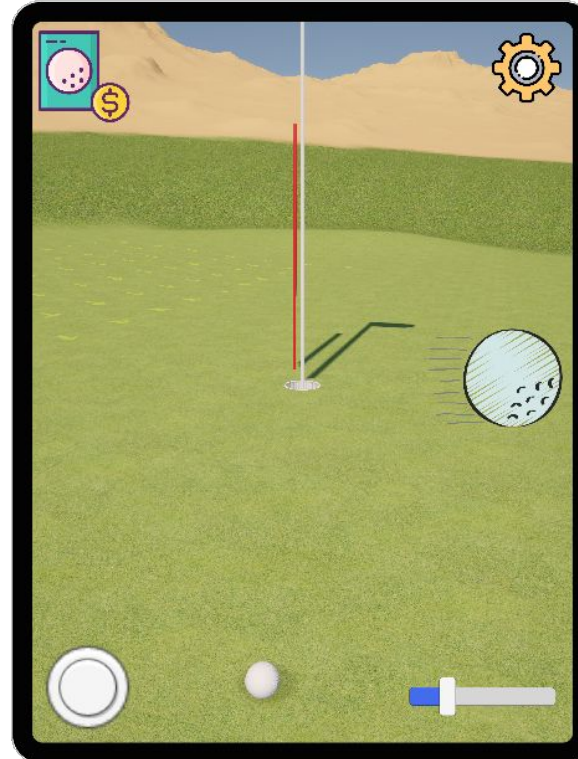
<https://www.pocketgamer.biz/less-than-2-of-mobile-gamers-make-an-in-app-purchase/>

Buy:

- 9 More Greens
- 18 More Greens
- Tropical Course
- Seaside Links
- Sand Wedge
- 56° Wedge
- 54° Wedge
- etc.

Look Around

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



Settings

Putt The Ball

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.

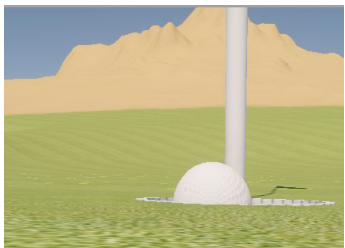
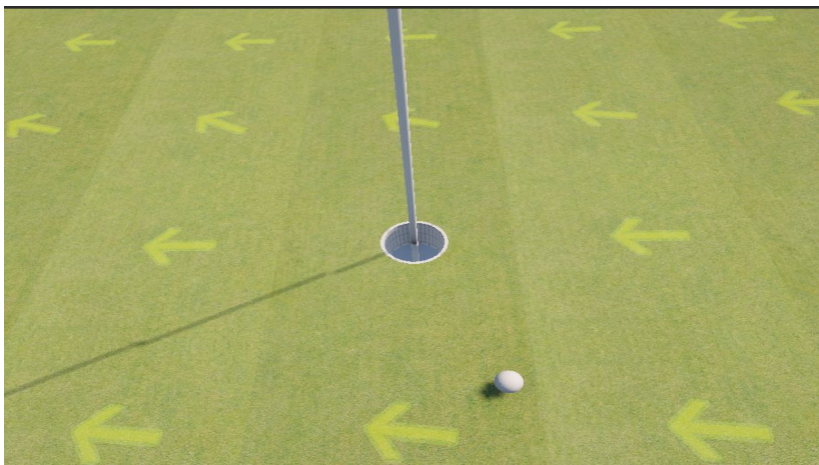
Too simple? Didn't hyper-casual games disprove that myth?

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.

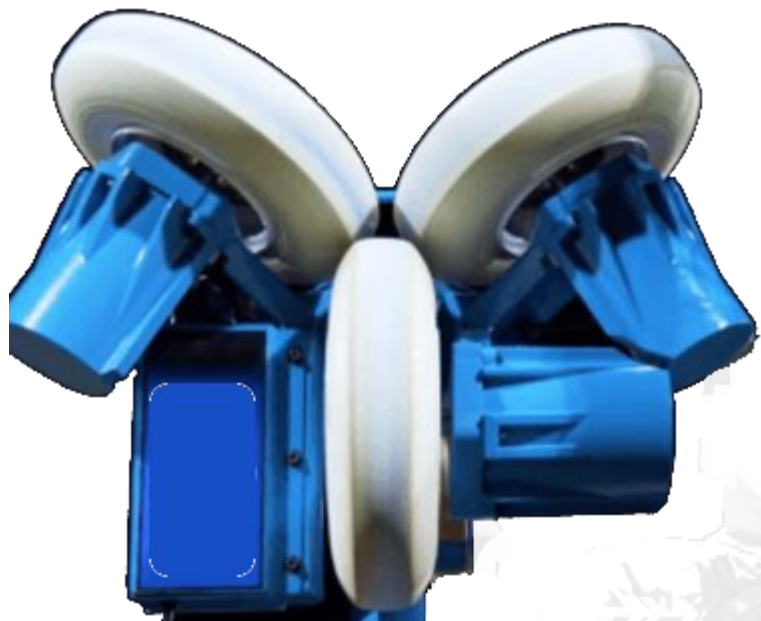
Proof of Concept playable here: <https://jnnilson.github.io/JustPutting/>





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>

