

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

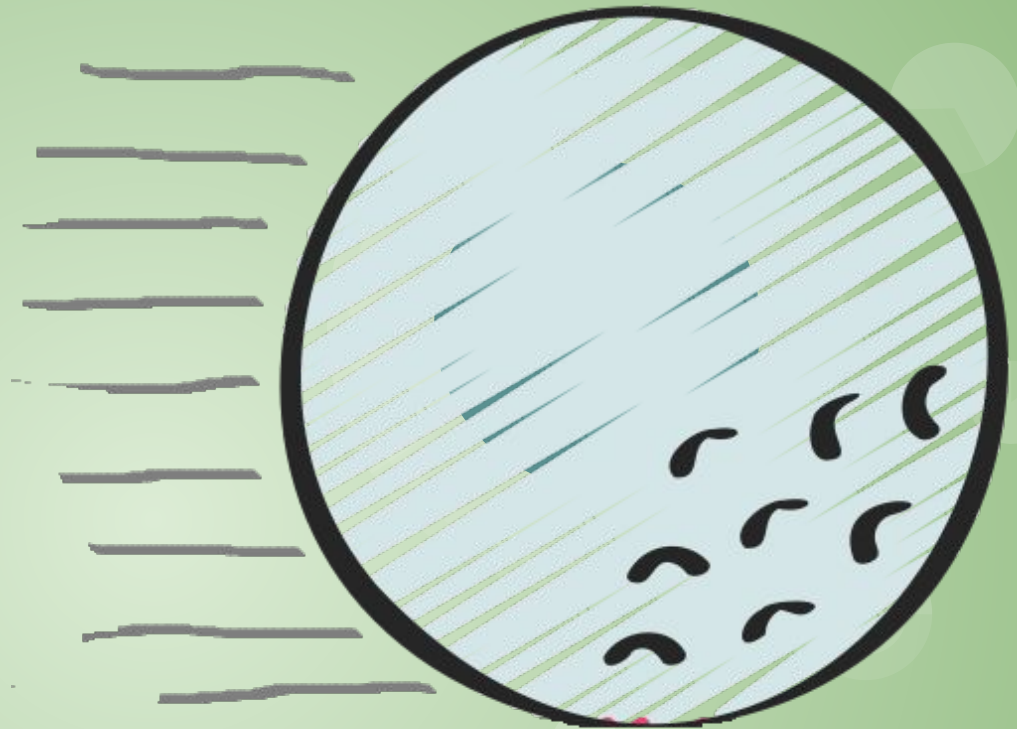
By 2022 they accounted for “29  
percent of all [mobile] downloads  
worldwide.”

<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.

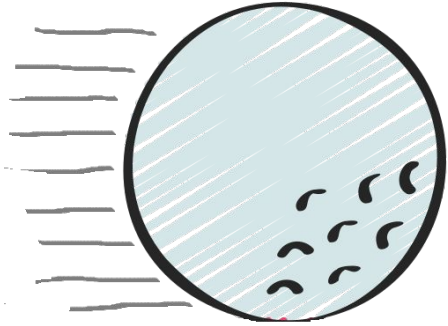
Enter ***HYBRID***-Casual.

***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

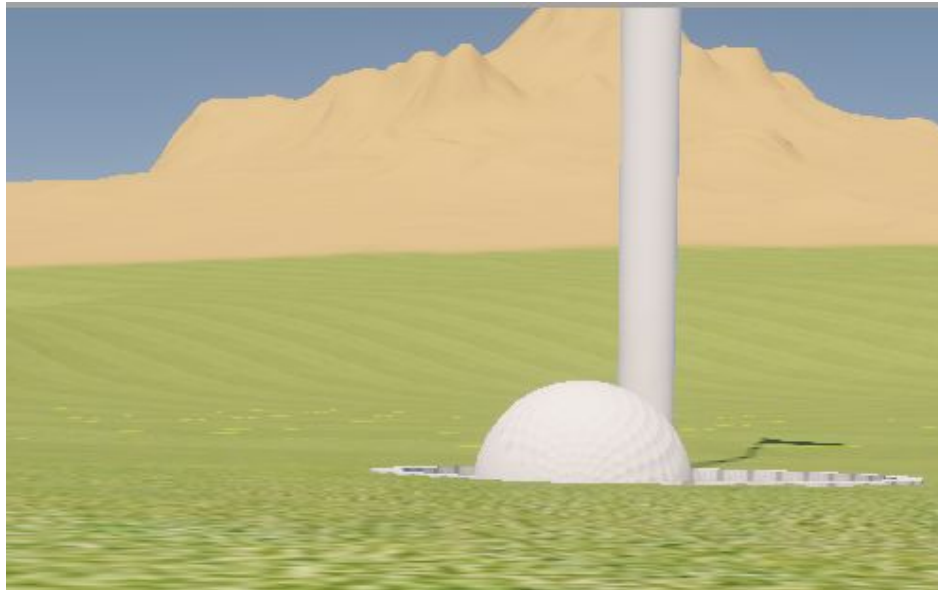
MVP: Just Putting

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

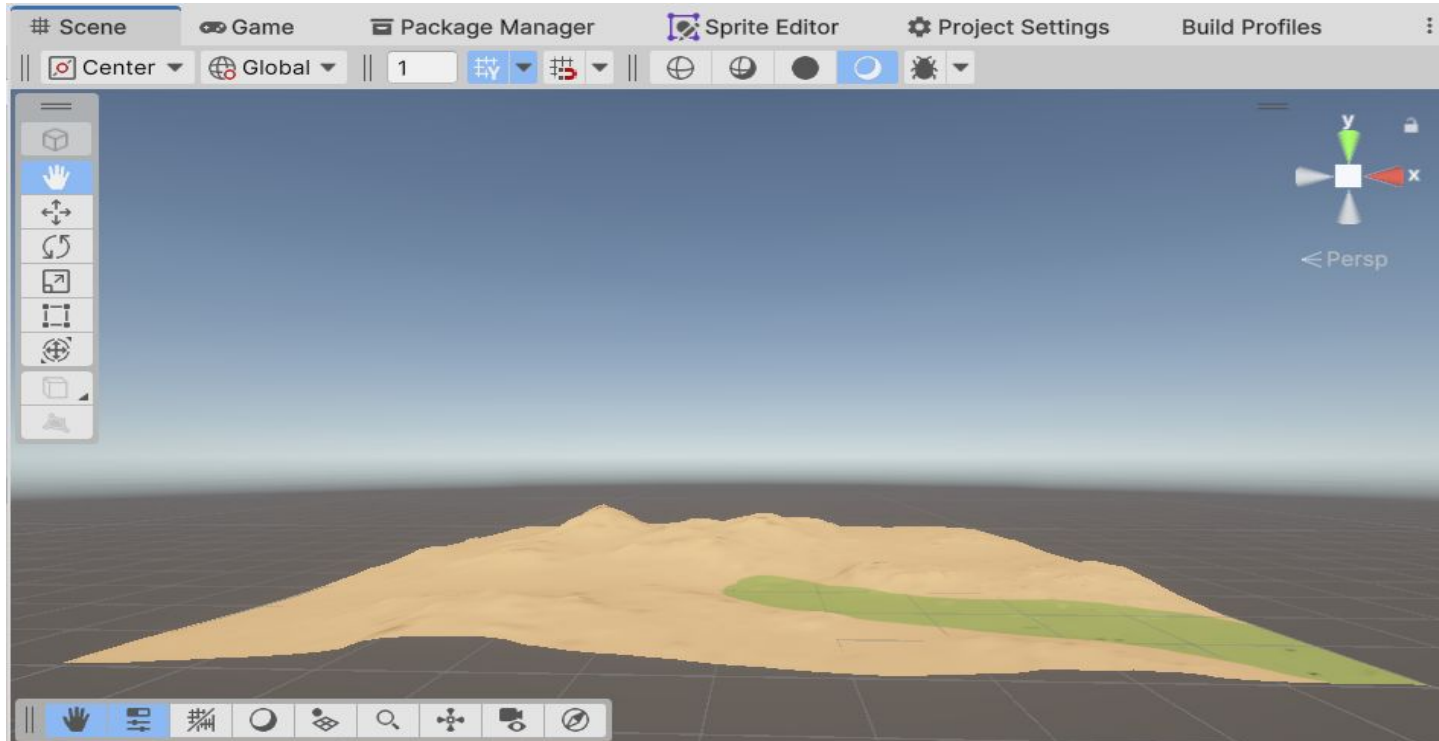
# Executive Summary

- 1) ***Just Relaxing*** makes Hybrid-Casual Mobile Apps.
- 2) The founder has designed games no one has thought of before.
- 3) Mobile Gaming is the most profitable of all gaming platforms with \$103.5 billion in revenue in 2022\*.
- 4) The top 5 mobile golf apps made roughly \$8 million in Q1 2024\*.

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

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

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. To prove the point we're going to make a hybrid-casual app right here in this pitch deck.



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

# Not Bad For No Money

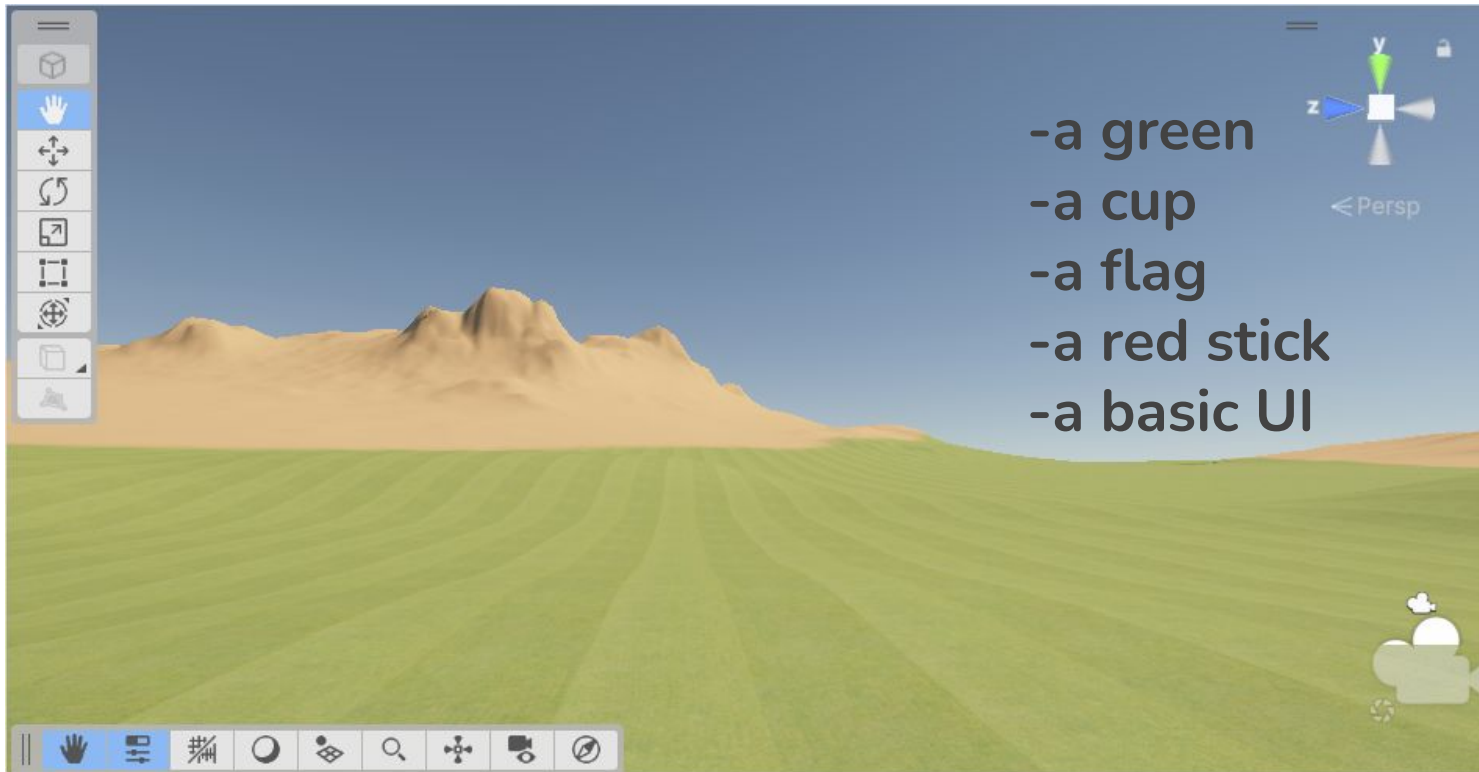
Step 2) Add:

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.*



*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.

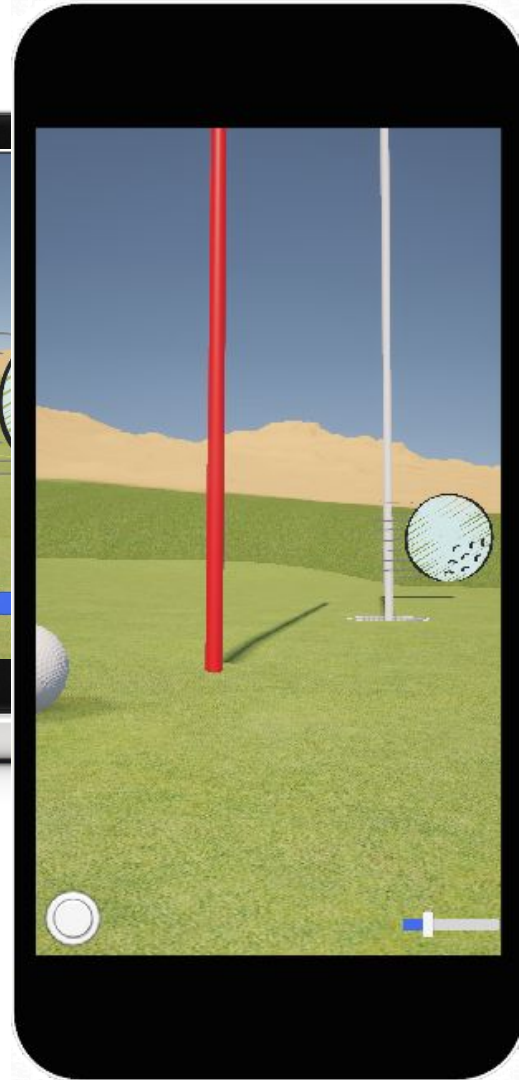
The concept is sound, people spend **billions** feeding their addiction to this one activity.



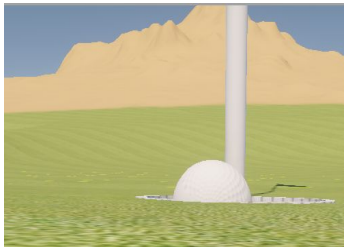
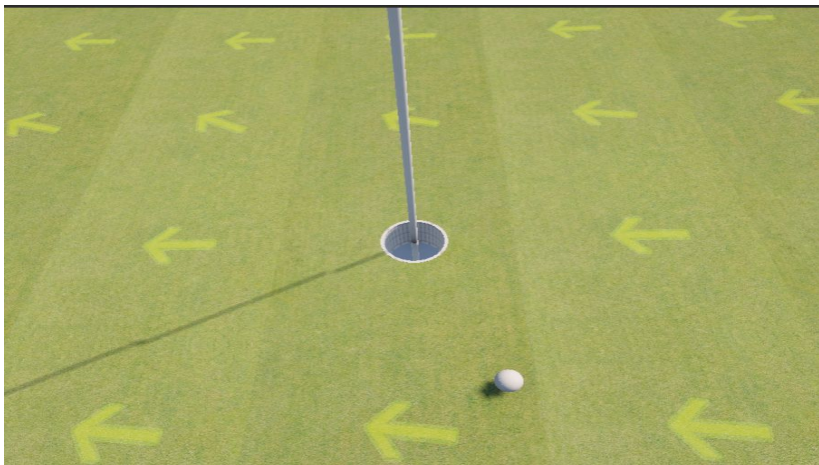
Motto: Do Less Work For More Money.

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

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

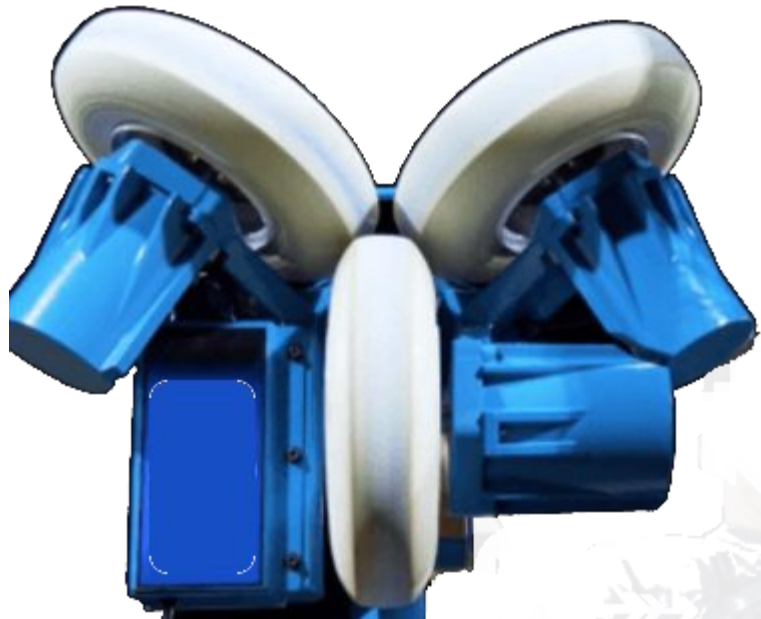






## JustPutting

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. No app lets you just practice putting. Golf is addictive and people want Anti-Stress apps. 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?*

# Follow Through

Hybrid-Casual Lawn Bowling, Cricket, Croquet, Bocce etc? Could be a start.

Remember that Motion Editor app I mentioned?

Here's a screenshot targeted toward the Golf Swing. It has potential, could translate to any human motion, dancing, funny walks etc, it'd be like an animation studio but using real time physics.

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

<https://youtu.be/Uhi3R3U3Gvo>

