

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?

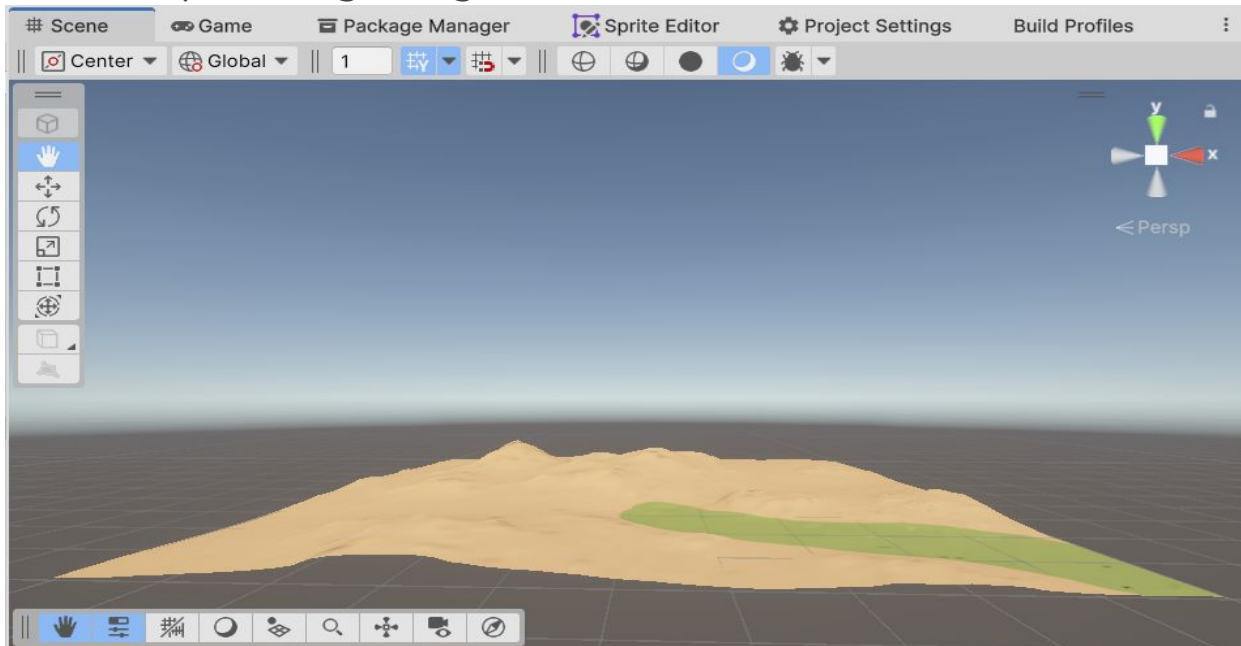


Let's write an entire Golf App inside this Pitch Deck!

# 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.

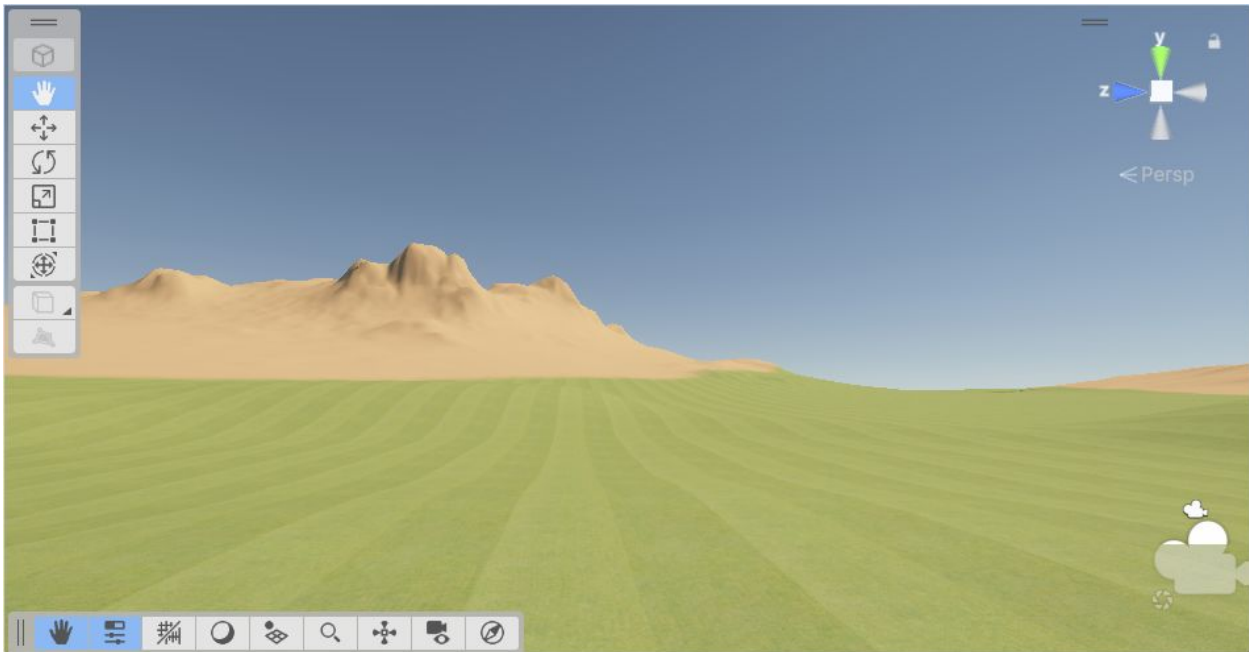


...save some time.

# Not Bad For No Money

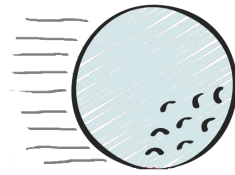
Let's go  
even simpler  
though.

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





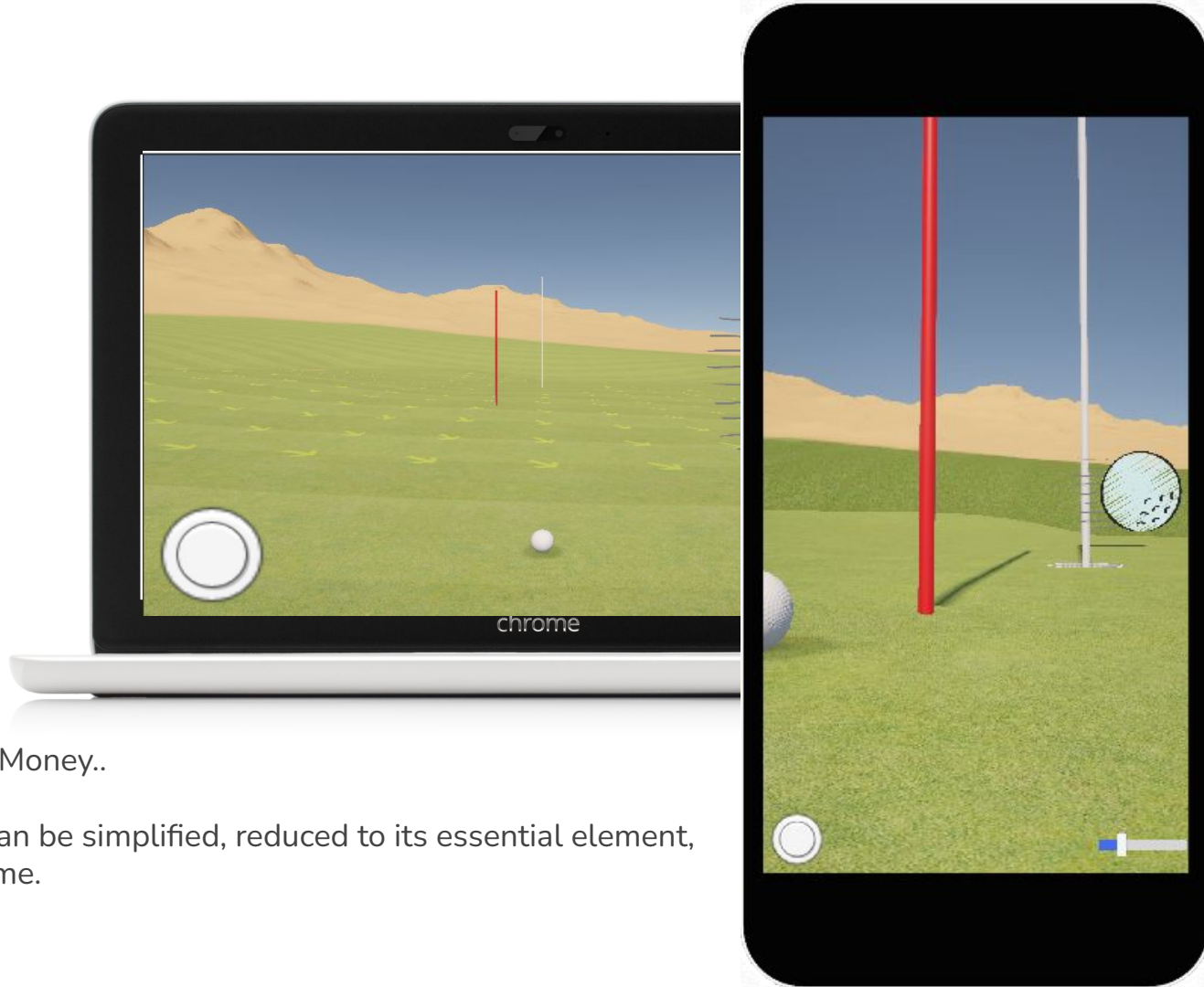
# Just Putting

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

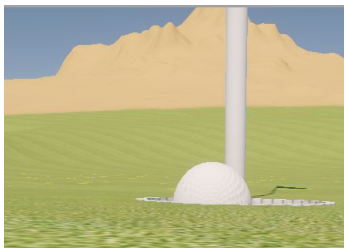
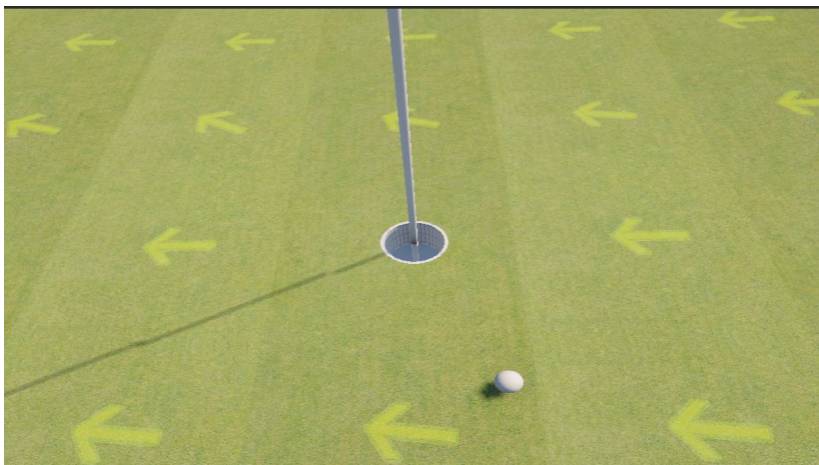
The concept is sound, people spend **billions** feeding their addiction to this one activity.

Moto: 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.

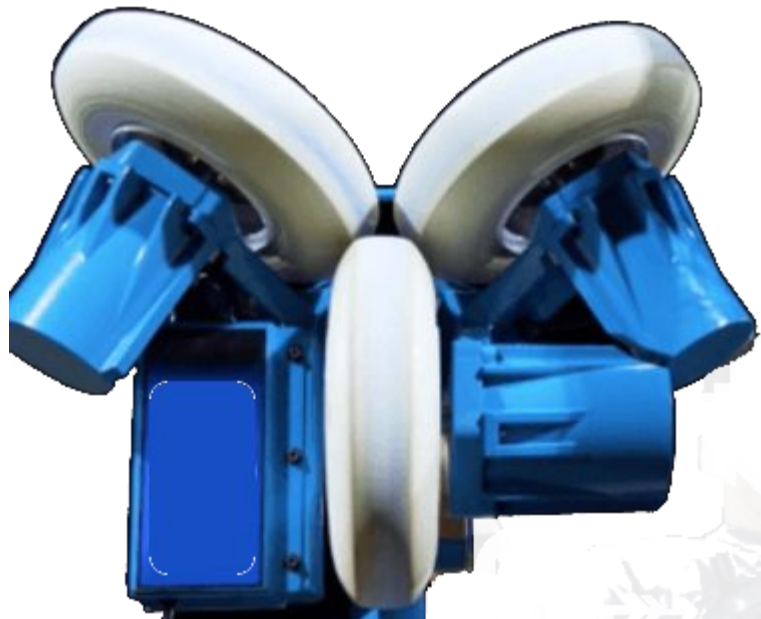






## JustPutting

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.

