

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

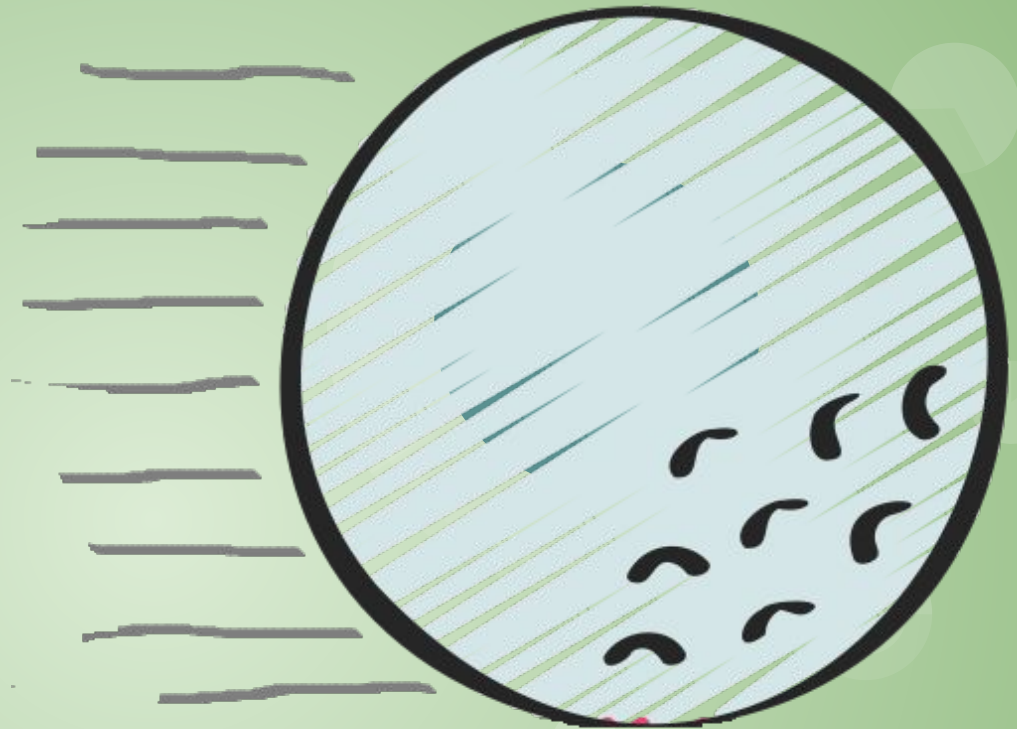
By 2022 they accounted for “29
percent of all [mobile] downloads
worldwide.”

<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.

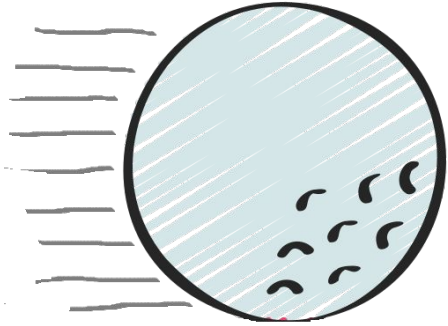
Enter ***HYBRID***-Casual.

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

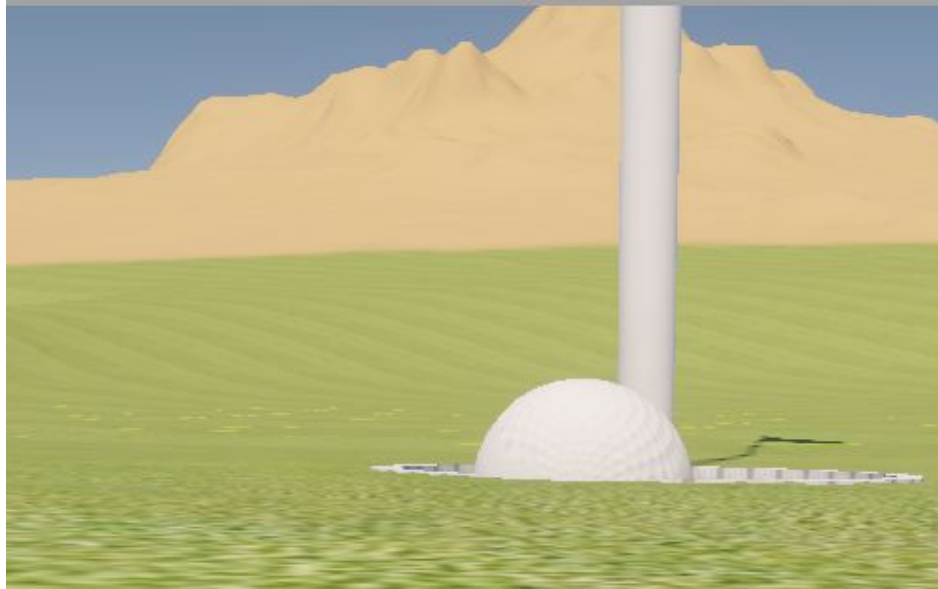
MVP: Mobile App ***Just Putting***

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

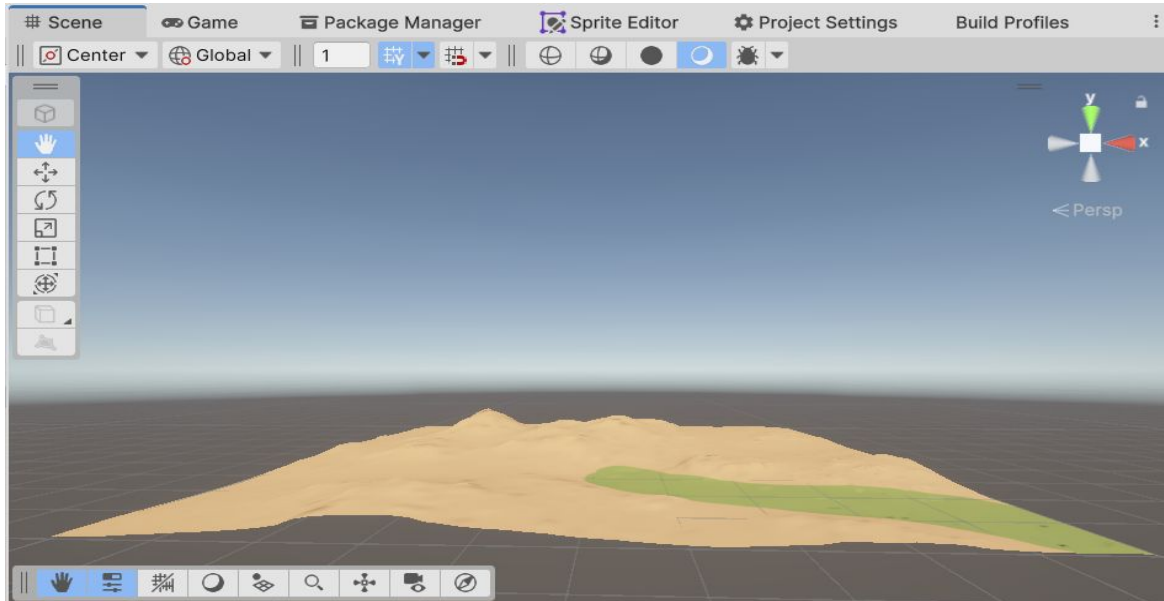
- 1) ***Just Relaxing*** makes Hybrid-Casual Games cheaply and quickly for a market that is ripe for the plucking.
- 2) For example there are no apps on the Android Play Store* nor the iPhone App Store* that let you putt on a practice green like you would in real life.
- 3) Mobile Gaming is the most profitable of all gaming platforms with \$103.5 billion in revenue in 2022**. The top 5 mobile golf apps made roughly \$8 million in Q1 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>

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

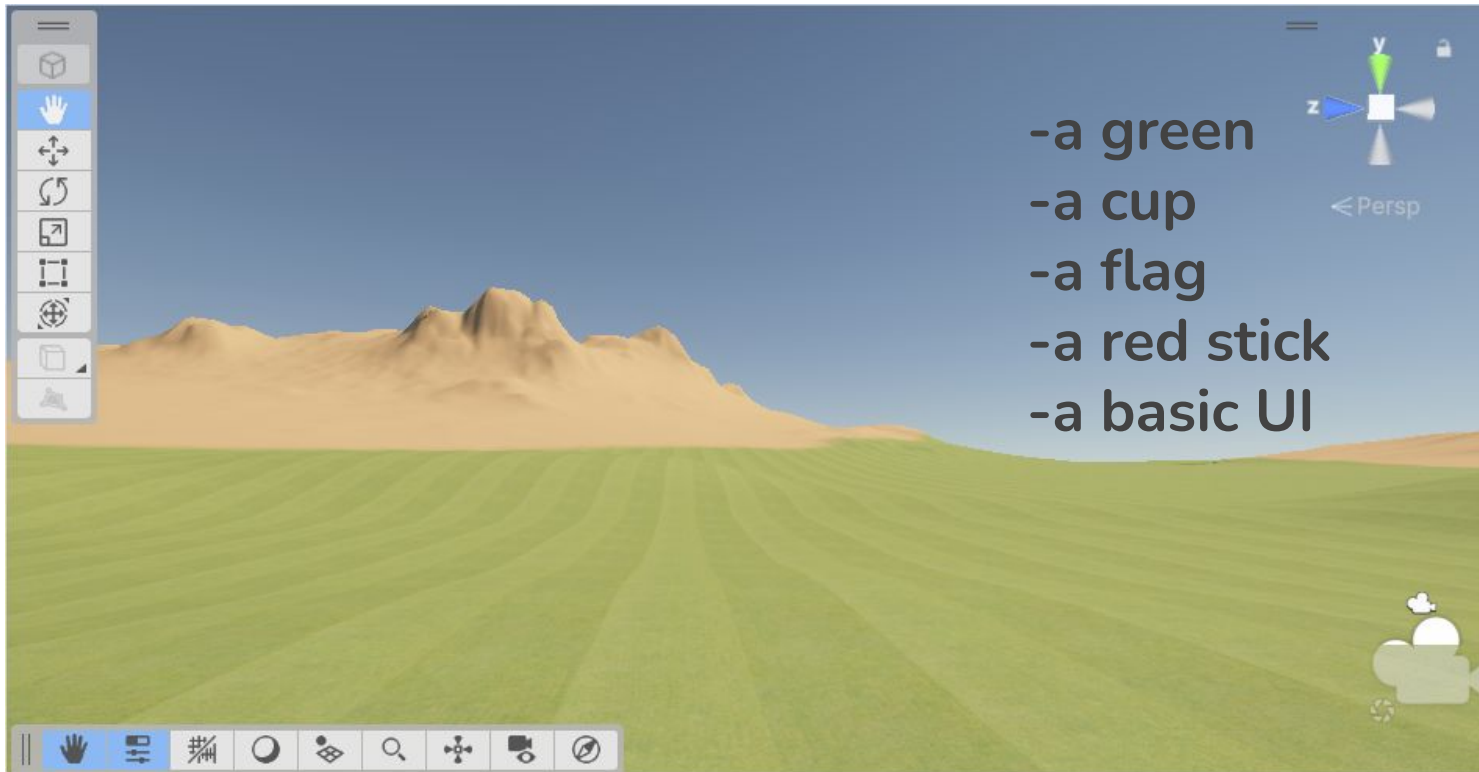
Step 2) Add:

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! We've written a hybrid-casual app. I added some arrows to show the terrain more clearly so players can learn to read a green.

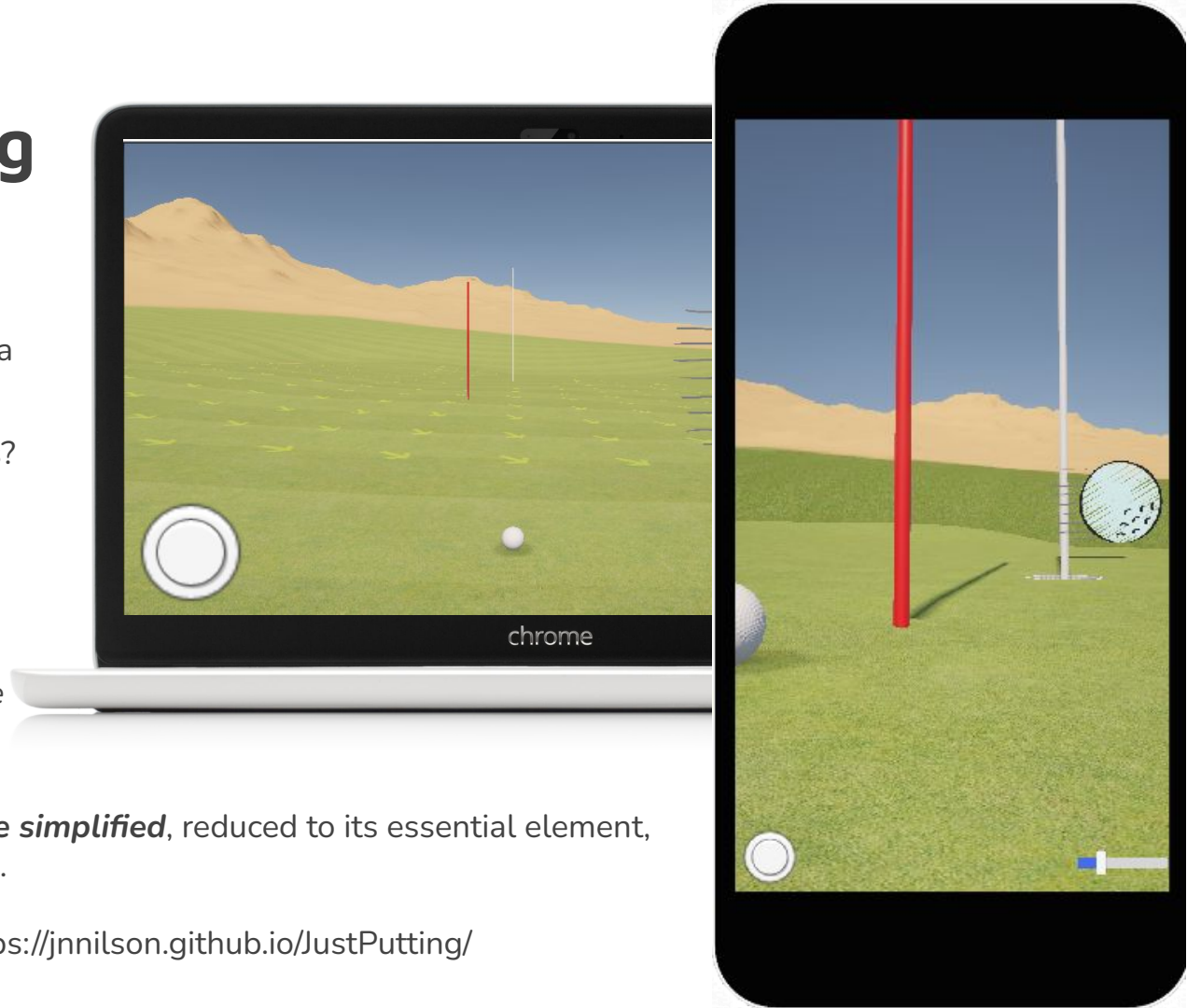
Why hasn't someone else done this? People spend **billions** feeding their addiction to this one activity.

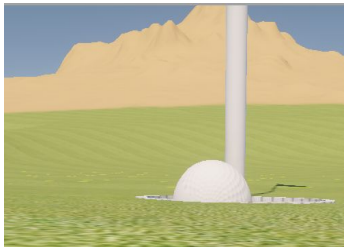
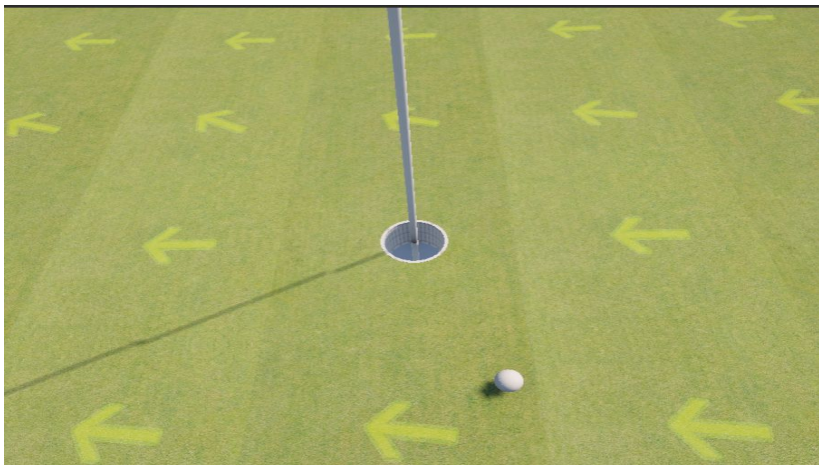
Too simple? Didn't hyper-casual games disprove that myth?

New Motto: *Less Work Equals More Money.*

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

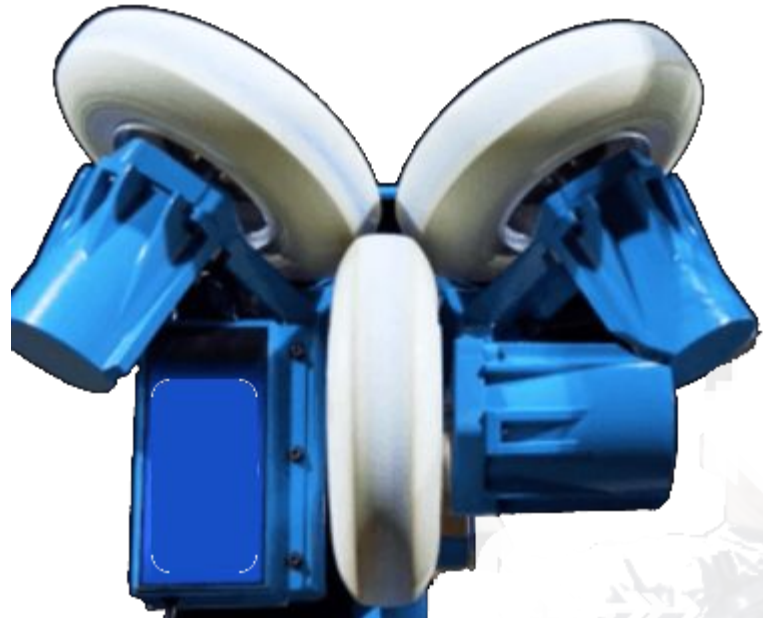
Proof of Concept playable here: <https://jnnilson.github.io/JustPutting/>





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

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

