

Business Plan for Meowshunt

Executive Summary

Meowshunt is a hypercasual, browser-based web app game inspired by Mousehunt, reimagined with a lighthearted cat-hunting theme. Players, called Hunters, capture “Meows” by equipping traps, rugs, and bait, and expending energy. The game uses time-gated mechanics (energy refills), progression (better traps/rugs/baits), and collection (unique Meows across locations) to drive daily engagement. The business model will combine in-app purchases (IAP), cosmetic upgrades, and community-driven live events.

Target Audience

Primary: Casual mobile/web gamers aged 16–35. Secondary: Former Mousehunt players nostalgic for similar gameplay loops. Motivations: quick sessions, collection, bragging rights, light strategy.

Market Opportunity

Hypercasual & idle/clicker mechanics dominate mobile. Mousehunt’s legacy shows the viability of this design. Nostalgia and web-first approach create strong entry potential.

Core Gameplay Loop

1. Log in → Energy Check (max 15, refills every 15 mins). 2. Equip Trap + Rug + Bait. 3. Hunt Meow → Capture or Miss. 4. Collect Rewards → Upgrade Gear → Unlock New Locations. 5. Repeat daily.

Revenue Streams

1. In-App Purchases (currency, energy refills, exclusive bait). 2. Cosmetics (trap skins, rugs, avatars). 3. Seasonal Events / Battle Pass. 4. Rewarded Ads (future).

Retention & Engagement

Daily rewards, Meow collection system, seasonal events, steady progression, and social bragging rights.

Development & Operations

Phase 1 (MVP): Core mechanics, camp, shop, inventory, admin dashboard. Phase 2: Collections, premium currency, seasonal events. Phase 3: Mobile app, guilds, trading.

Tech & Infrastructure

Frontend: Next.js UI: shadcn/ui Backend: Supabase Hosting: Vercel Admin: Next.js + Supabase dashboard.

Risks & Mitigation

- Monetization risk → focus on cosmetics and app store expansion. - Player churn → collections & events. - Scaling → Supabase + modular design.

Key Metrics

DAU/MAU $\geq 25\%$ Day 1 retention $\geq 40\%$ Day 7 retention $\geq 15\%$ ARPDau \$0.10–\$0.20 Positive ROI within 30 days