Groovy Labs

Find Your Rhythm

by **Marek Stój**

Groovy Labs

- A cross-platform **sandbox for rhythm games** in Virtual and Mixed Reality.

- Inspired by **Beat Saber**, probably the most popular VR game of all time.

- But with the ambition to become much more by **providing a platform** for immersive experiences.

- Designed to accommodate **various gameplay mechanics** of rhythm-based games.

www.groovylabsgame.com

Showcase

Matrix Experience
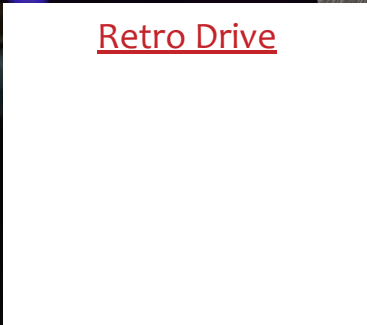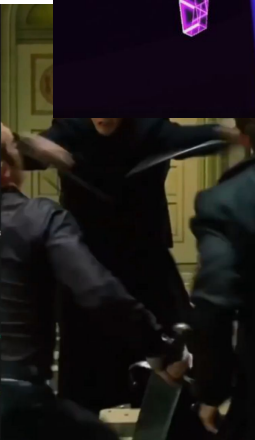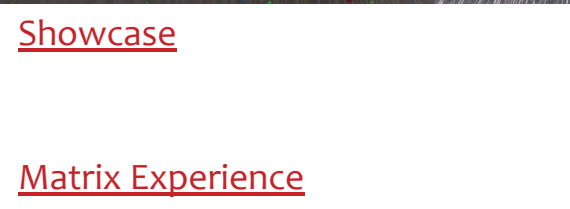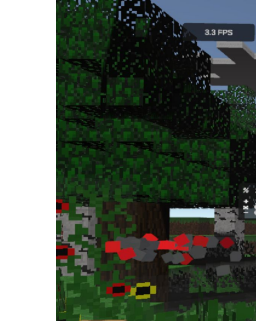
Retro Drive

Minecraft Environment

K-Pop Concert

The Market

North America Virtual Reality (VR) Market Size, 2019-2032 (USD Billion)

6.07   7.80

2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030 2031 2032

www.fortunebusinessinsights.com
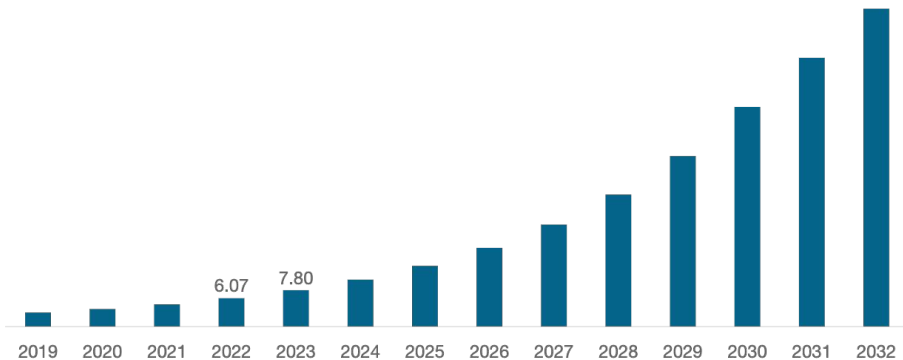
Groovy Labs has a single codebase for multiple platforms:

- **Meta Quest** - leading standalone VR/MR market with 20 million headsets sold as of Q1 2023 (even before Quest 3 release).
- **PICO** - a viable competition to Meta Quest. Spanning European and Asian markets.
- **Apple Vision Pro** - emerging market for spatial computing and entertainment. Think the 1st iPhone.
- **Android XR** - Google in collaboration with Samsung. Set to launch in 2025.
- **SteamVR** - well-established platform for players with high-end VR headsets.
- **PlayStation VR** - not yet supported by Groovy Labs but could be done.
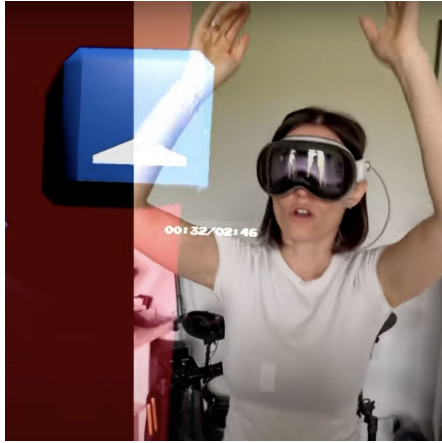
The Audience (1/2)

- **Music and Rhythm** is ubiquitous and caters to a wide range of players: casual, or hard-core, kids, young adults and seniors.

- With VR games like Beat Saber, Synth Riders, Audica, Pistol Whip, Smash Drums and a few others, the market has proven that there's **a lot of fans of rhythm-based entertainment**.

- The added bonus of VR/MR rhythm games is **the aspect of fitness**. Many people utilize them for gamified and fun workouts.
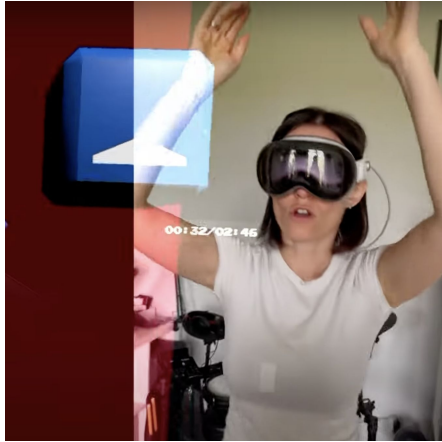
The Audience (2/2)

Groovy Labs, as a platform, aims to cater to the needs of a **diverse playerbase**:

- Young adults, **regular gamers**, usually looking for fast-**paced**, reflex-base, competitive gameplay.

- Adults, **casual gamers**, usually looking for more **laid back**, fun gameplay, In the VR/MR context commonly used as a way to get and stay fit.

- Seniors - growing playerbase of casual gamers looking for novel, fun and **relaxing** gameplay that can also keep them in **good shape**.

The Business Model (1/3)
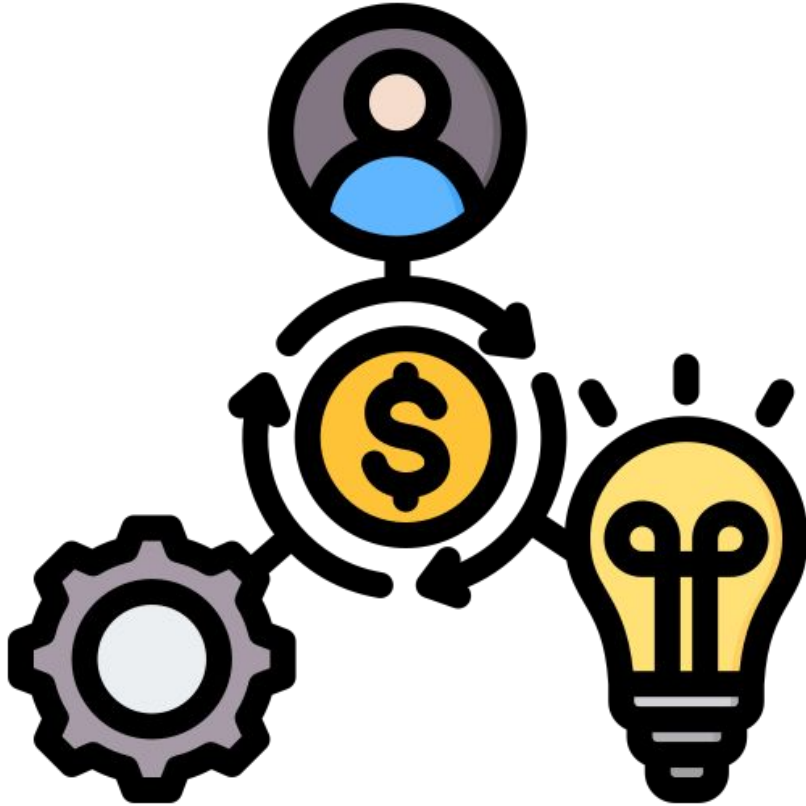
- **One-Time Purchase**

  Retail price: **$10 - $20**
  While in Early Access: **$5**

- **Subscription**

- **DLCs**

  Song and skin packs

With the above and custom levels created by community there is potential for **ultimate replayability.**

There are many potential approaches to **monetize** Groovy Labs:

- Each VR/MR headset vendor has or will have their own **dedicated stores**. For example: Meta Quest Store, PICO Store, Apple App Store, Google Play. There is also an independent portal and store - **SideQuest** - which lets players easily install 3rd party games and apps.

- The simplest approach would be to offer a **single time purchase** in those stores. However, we can do better than that.

- As Groovy Labs is a platform, with practiacally limitless content to be created for it, we can offer **DLCs** (Downloadable Content) either through **subscriptions** or **micro-transactions** using virtual or real currency.

- Examples of the **purchasable content** that players may be willing to pay for are:

  - **Songs** (levels).
  - **Environments** in which the game takes place. This includes generic visuals as well as themed-ones, eg. Halloween, different holidays, specific to the music band, etc.
  - **Skins** - 3D models for weapons, destructible objects, avatars and more.
  - **Gameplay mechanics** - these would allow players to choose how the game is played. Slashing, punching, hitting, shooting, shielding, deflecting and more.

  - **Mods** - custom, in-game modifications that can introduce major features, like displaying lyrics of the song being played, a screen for the music video, visual effects and more.
  - **Sounds** and other **customizations** - to accommodate the unique preferences of each player.

- Another idea is that we could utilize the code, the assets and basically anything that was created for the purpose of Beat Labs to **develop entirely distinct games** that could be marketed and sold separately, with whatever business model we would deem fit for them.

Marketing

We implement various marketing strategies to expand our playerbase. At the heart of these strategies is consistently **prioritizing the community**:

- We're utilizing traditional channels for **advertisements**, such as Facebook and promotional opportunities on SideQuest (a hub for third-party games and apps compatible with Meta Quest and PICO).

- We're engaging with **existing communities** of gamers and enthusiasts in the VR/MR space through Facebook Groups, Discord servers, Reddits, and similar platforms.

- W're collaborating with game reviewers and **influencers** in the VR/MR domain on outlets like YouTube, Instagram or TikTok.

- With the launch of Apple Vision Pro, we anticipate that being among the first to offer a game for that system will garner significant **visibility** in the Apple App Store.

Groovy Labs is part of a larger initiative called **Body Mind Games**, which currently includes prototypes of two other games:

- **Bipolar Conundrum** – a Mixed Reality game where players guide an electric charge through charged points using their hands and body movements, combining choreography and rhythm for an immersive puzzle and dexterity-based experience.

- **VoXeR** – a platform for social arcade and puzzle mini-games in Mixed Reality, played within a three-dimensional grid of "voxels."

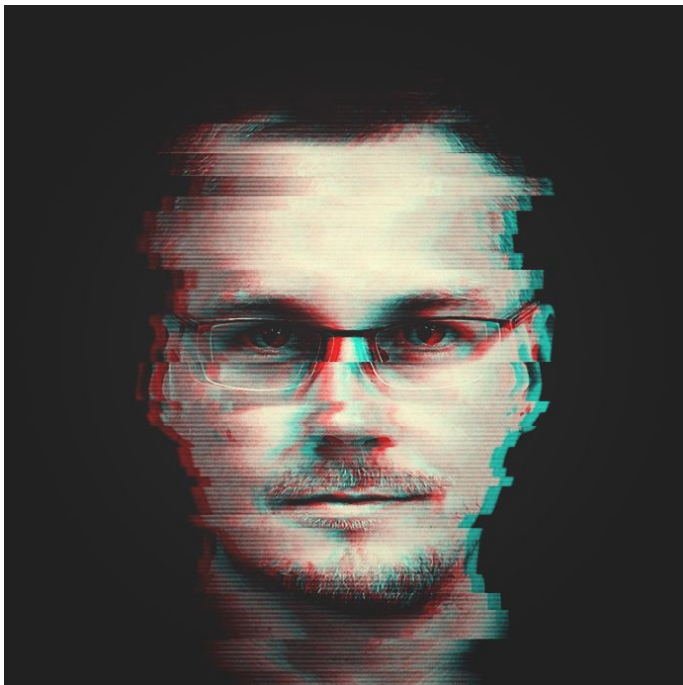# Going Beyond Groovy Labs (2/2)

Bipolar Conundrum

VoXeR

118.7 FF
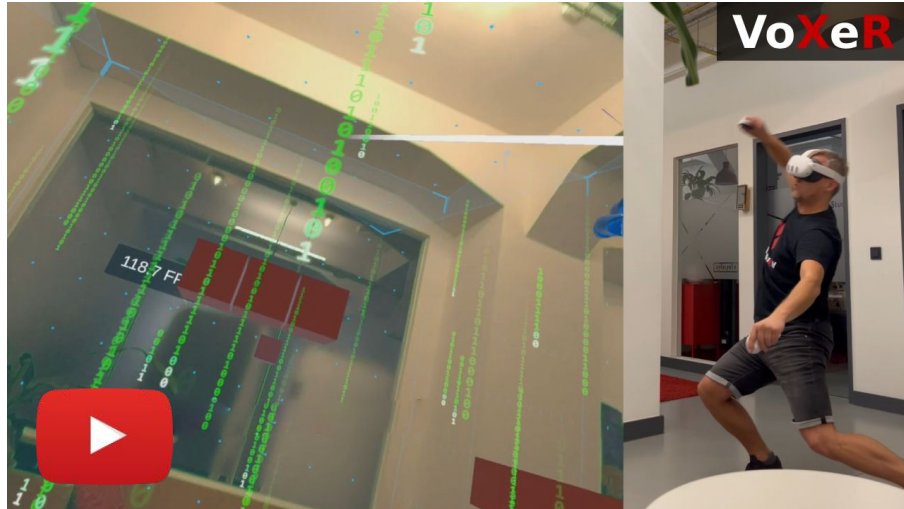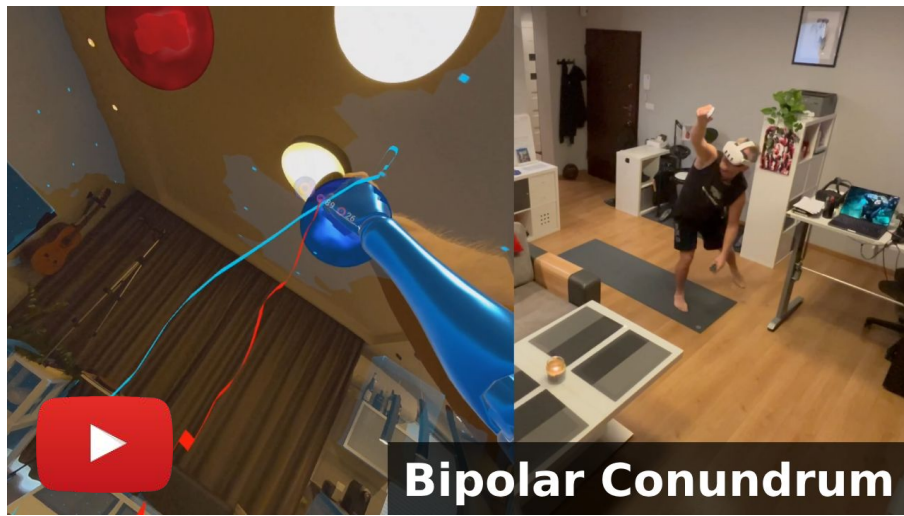
BODY·MIND GAMES

The Expectations

- Up-Front Funding

- Monthly Compensation

- Revenue Sharing

- Marketing

- Freelancers

- Publishing

The Team (1/2)

Marek Stój
Project Leader

- 17+ years in Software Development
  *desktop, web, mobile (iOS/Android/JavaME),
  fullstack, big data engineering, XR, gamedev*

- Polyglot programmer
  C#, Java, Scala, Python and more

- 5+ years in Unity with the focus on
  XR = VR/AR/MR

- Graphics, video and sound/music tooling
  *Photoshop, Audacity, REAPER, DaVinci Resolve
  and more*

- Jack of All Trades 😉

www.marekstoj.com
www.bodymindgames.com

Wanted

We're always on the lookout for passionate specialists (juniors as well) who might want to join us in our efforts. Here's a (non-exhaustive) list of roles we'd like to see on board:

- **Graphics Programmer** - Unity 3D, shaders, effects, optimization, etc.
- **3D Artist** - models, animations, low-poly.
- **Gameplay Developer** - Unity 3D, gameplay.
- **Backend Developer** - C# and Azure cloud.
- **UI/UX Enginner** - web and Unity 3D.
- **Musician(s)** any instrument, any genre.
- **Sound Designer** DAWs, synthesizers, etc.
- **Community Manager** - Discord, social media.
- **Marketer** - ad campaigns, social media, SEO.
- **AI Specialist** - LLMs, ChatGPT, data analytics.

www.groovylabsgame.com/en/pitch/#team

Thank You!

Looking forward to discussing this opportunity!

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www.bodymindgames.com