2021
INVESTOR RELATIONS

Lyrebird Studio

Sixtar Gate: STARTRAIL

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SIXTAR GATE STARTRAIL

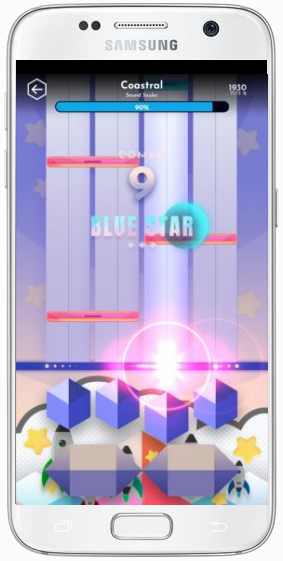
Sixtar Gate: STARTRAIL

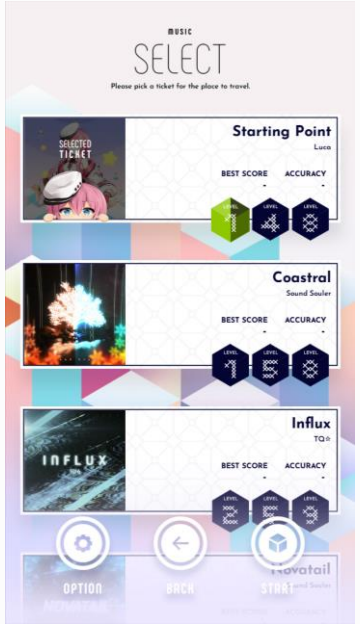
PS4 NINTENDO SWITCH

1

BUSINESS INTRODUCTION

INTRODUCTION



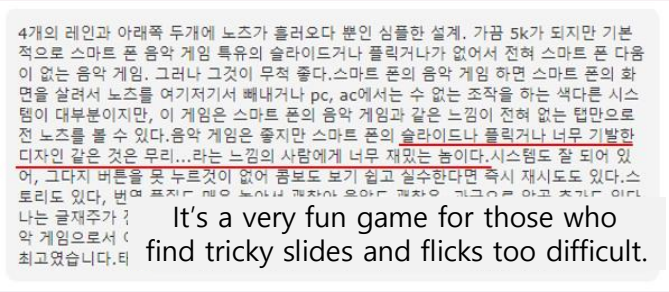


SIXTAR GATE
SPACE : TRAVEL

‘Sixtar Gate: STARTRAIL‘ – A mobile rhythm game with the theme of space travel

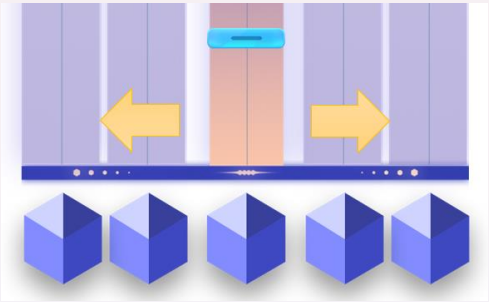
Title	Sixtar Gate: STARTRAIL	**Genre**	Rhythm game
Platform	Google Play / iOS(to be updated)	**Main Target**	Mobile gamers, Nintendo Switch users
Release Goal	Jan 21 2021 (Open Beta Service)	**Service Region**	Global

INTRODUCTION


4개의 레인과 아래쪽 두개에 노츠가 흘러오다 뿐인 심플한 설계. 가끔 5k가 되지만 기본적으로 스마트 폰 음악 게임 특유의 슬라이드거나 플릭거나가 없어서 전혀 스마트 폰 다움이 없는 음악 게임. 그러나 그것이 무척 좋다.스마트 폰의 음악 게임 하면 스마트 폰의 화면을 살려서 노츠를 여기저기서 빼내거나 pc, ac에서는 수 없는 조작을 하는 색다른 시스템이 대부분이지만, 이 게임은 스마트 폰의 음악 게임과 같은 느낌이 전혀 없는 탭만으로 전 노츠를 볼 수 있다.음악 게임은 좋지만 스마트 폰의 슬라이드나 플릭거나 너무 기발한 디자인 같은 것은 무리...라는 느낌의 사람에게 너무 재밌는 놈이다.시스템도 잘 되어 있어, 그다지 버튼을 못 누르것이 없어 콤보도 보기 쉽고 실수한다면 즉시 재시도도 있다.스토리도 있다, 번역 품질도 매우 높아서 괜찮아 음악도 괜찮은 가끔으로 와고 추가도 있다.
나는 글재주가 ?
악 게임으로서 (
최고였습니다.티

It's a very fun game for those who find tricky slides and flicks too difficult.

Praise from a Japanese rhythm game player

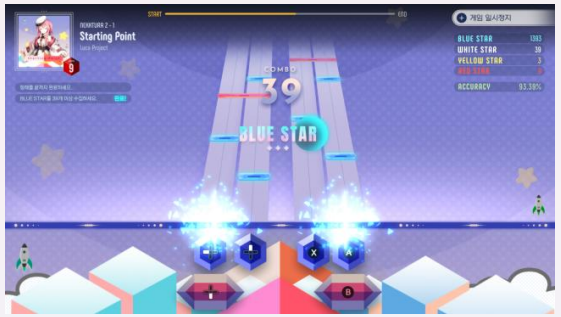


Adopted variable keyboard

Dynamic but classical gameplay

Doesn't confuse users with excessive gimmicks and controls.

Rhythm games existing in the market



Neat and not overdone design with low saturation colors

Casual game art

Game with a simple and neat visual theme that users can casually enjoy.

Rhythm game with popular songs

Well-known anime soundtracks and YouTube Music songs to attract a wide user base other than just rhythm gamers

High-quality supplementary content

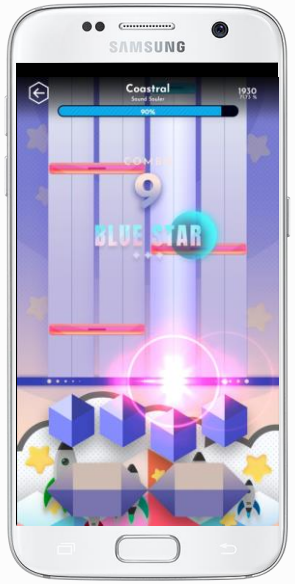
In addition to the repetitive, break-the-record gameplay of other rhythm games, this game also has well-developed story and characters with the concept of space travel.

SIXTAR GATE
STARTRAIL

2

BUSINESS PLAN

BUSINESS PLAN



Sixtar Gate: STARTRAIL's transition to a console game

- Convert the mobile game content to the console version.
- Secure the content and volume as a single package game.
- Lay the foundation to be a multi-platform game that can be played on console, smartphone, and PC.
- Port to a general-purpose engine for better expandability and future development.

II BUSINESS PLAN

- Subculture developer Lyrebird(Hangil Jo) formed the development team.
- He founded Lyrebird Studio after the "2020 Game Content Production Support" project,
- And started the full-scale development of the mobile game ‘Sixtar Gate: STARTRAIL’.

- During the development, a Korean publisher CFK proposed to develop and publish console and PC versions.
- After mobile beta service, it was decided to launch both console and mobile services at the same time after developing console version and having improvement work done.

Sinosabi

Sound Souler

- Higher quality is required to release the console version which has higher individual value.
- Professional rhythm game developers, composers, and project managers are to be secured.

BUSINESS PLAN – Expansion Plan

Secure popular Japanese songs

Contact major labels to secure licenses for popular songs.

Music copyright trust management agencies

Contact JASRAC & KOMCA and pay the royalties for the songs in order to secure popular songs.

Hire amateur subculture indie composers and labels

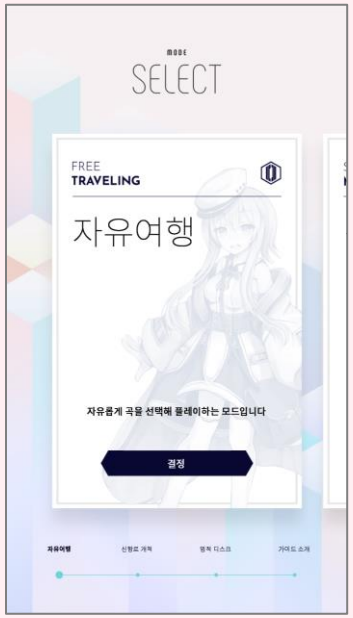
Sign a turnkey contract for music with subculture composers/labels operating in and outside the country. Actively utilize the network of subculture music composers.

Collaborate with vocaloid IP in Japan

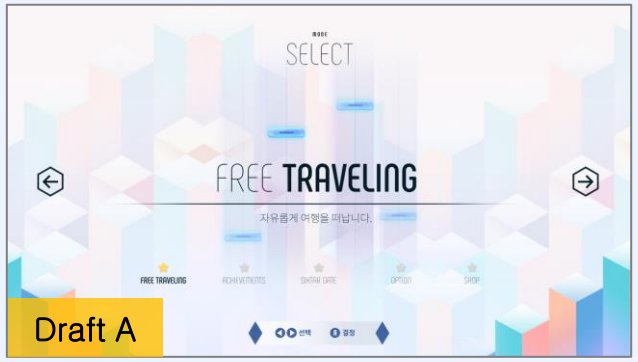
Collaborate with Japan's famous virtual idol 'Hatsune Miku'. MikuWallets is the only organization in Korea that cooperates with 'Hatsune Miku'.

II BUSINESS PLAN - Advancement Plan

UI, UX Customization



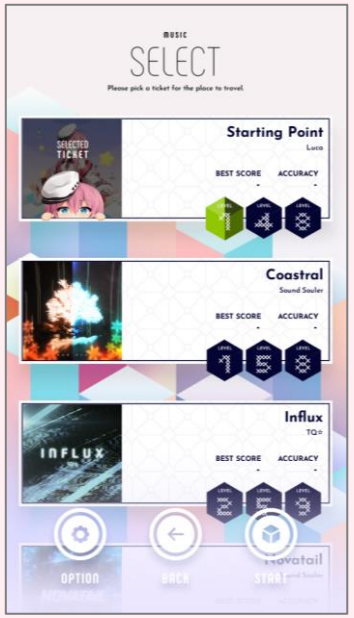
Mobile(Before)



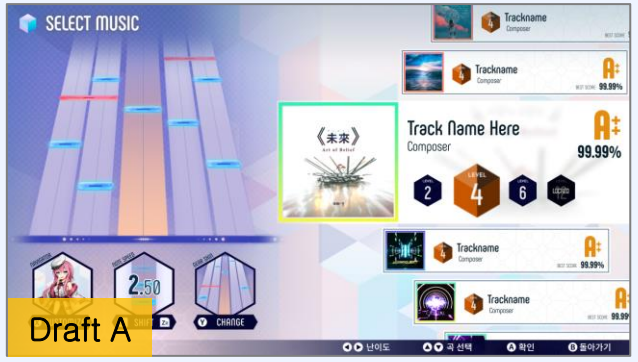
Console(After)

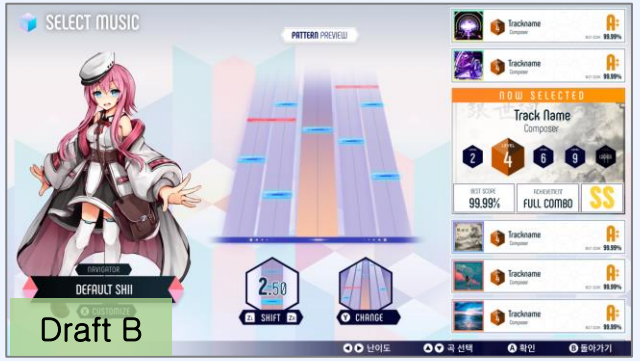
- Draft A – Configuration that uses the entire screen as one menu
- Draft B – Card-style menu configuration same as the mobile version

Music Selection



Mobile(Before)





Console(After)

- Preview feature that shows the pattern in advance.
- Draft A – Simple left-and-right layout. Suitable for small screens.
- Draft B – A triple interface that highlights the character.

II BUSINESS PLAN - Advancement Plan

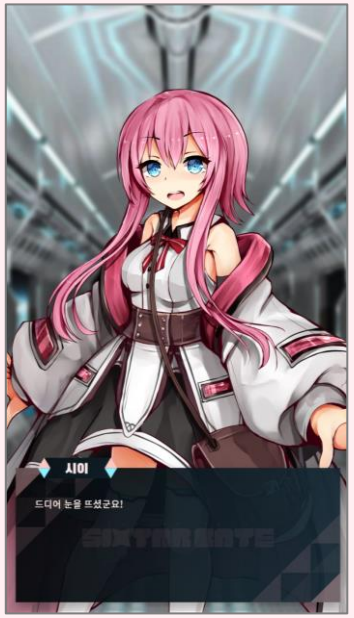
Scenario Selection

Mobile(Before)

Console(After)

- Players can choose the regions of the planet to play. (Narrative-based scenario selection)
- It is planned to be linked with the new content, Adventure Mode.

Conversation with Character



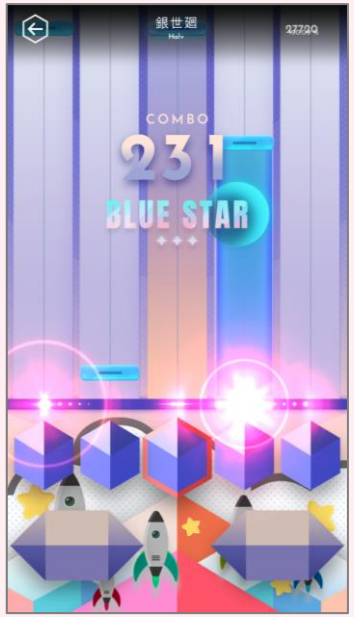
Mobile(Before)

Console(After)

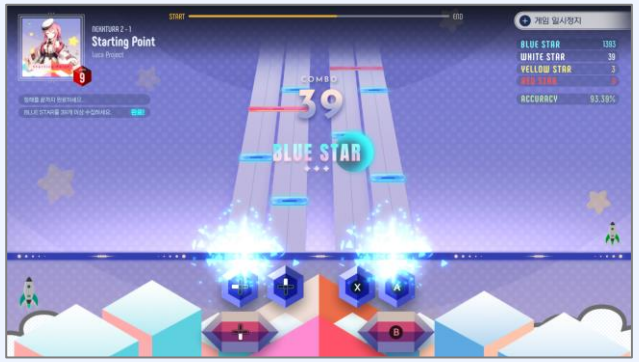
- Several characters can appear together on the wide screen.
- In addition, additional info such as location and current chapter can be displayed.

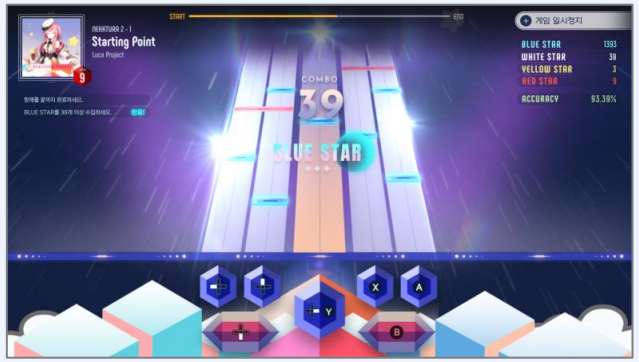
II BUSINESS PLAN - Advancement Plan

In-Game Screen



Mobile(Before)

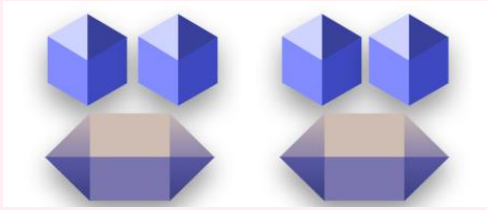




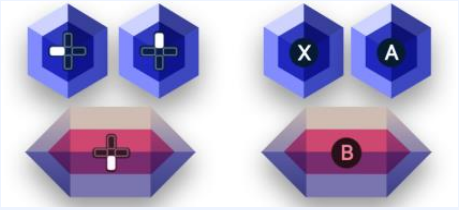
Console(After)

- As the screen changed from vertical to horizontal, we can tilt the lane to secure the falling distance of the notes.
- We'll use the left and right space of the lane to insert additional effects such as videos.

Controls



Mobile version
(Before)



Console version
(After)

- Control buttons are designed to look like the buttons on the Switch controller.
- Users can also play the game by touching the buttons on the Nintendo Switch screen.

II BUSINESS PLAN - Advancement Plan

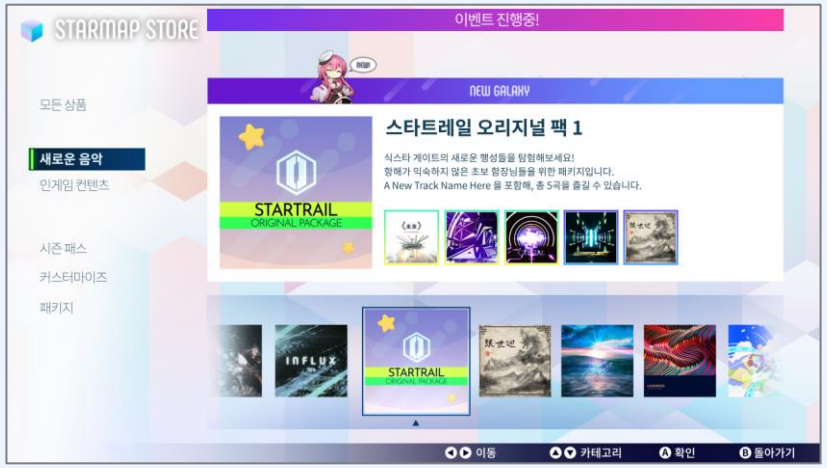
Result Screen

Mobile(Before)

Console(After)

- Display the details that were omitted due to the lack of space in the previous interface.
- The mission achievement can also be displayed without using a separate pop-up.

Shop

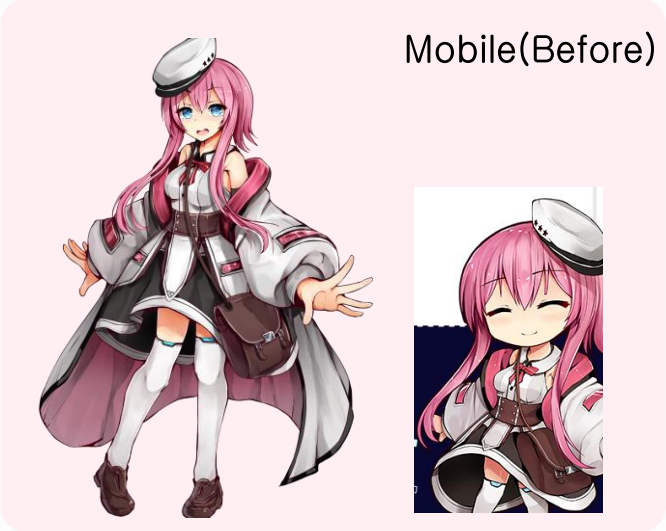


Console

- Display categories on the left and content details on the right.
- Will be directed to the payment page of the platform holder ESD when select an item.

II BUSINESS PLAN - Advancement Plan

New Character Illustrations



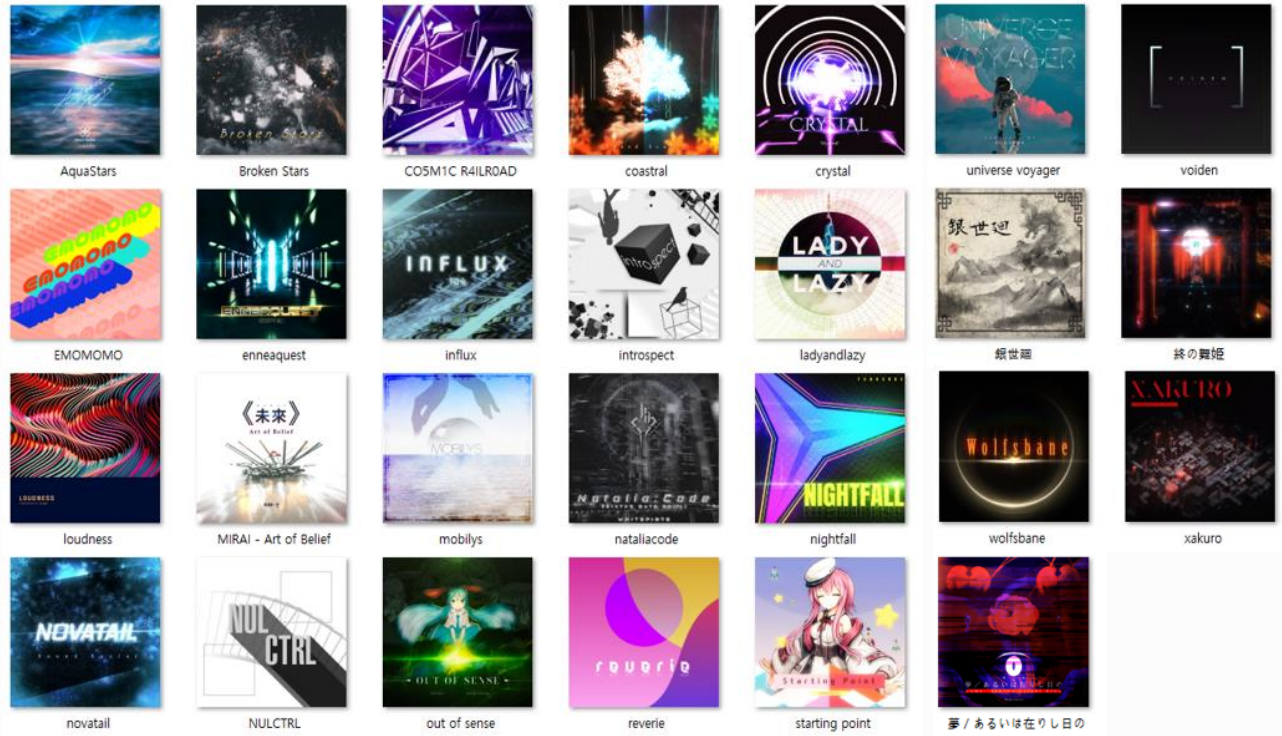
- Replace the outsourced illustrations with in-house illustrations.
- Change the drawing style and improve the quality to match the bright game atmosphere.
- Convert the SD characters that appeared only in certain UIs to universal ones.

New Character Production

- Add new characters as the scenario mode will be updated.
- Various characters will be added through side story scenarios.

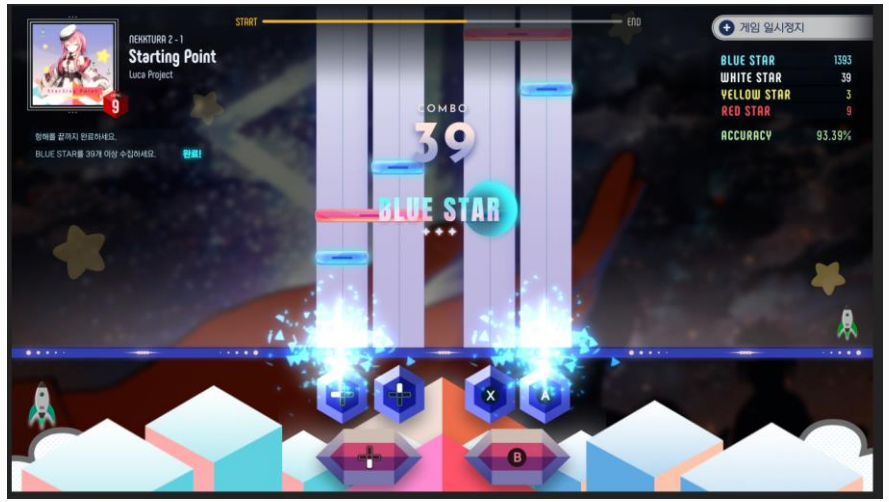
II BUSINESS PLAN - Advancement Plan

New Songs



- For the mobile version, 27 global songs are currently secured(confirmed). (4 song packs)
- All these songs will be put into mobile, and 18 additional songs are currently under contract.
- Domestic songs that are secured in large quantities will be divided and put into use after QA.

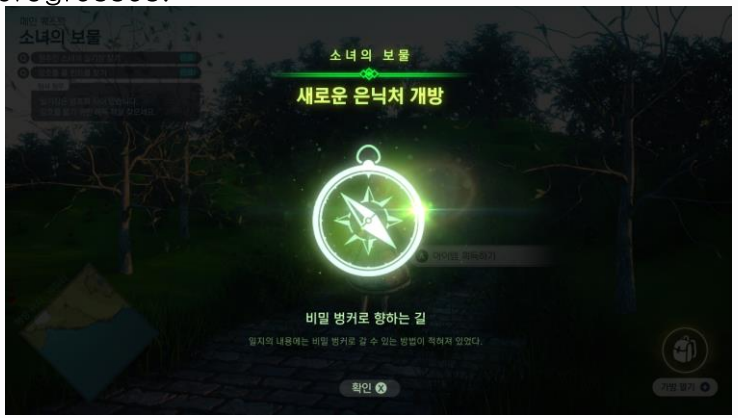
BGA Insertion



- Insert BGA in the background for certain songs.
- It creates a dynamic mood that matches the song. In the case of a paid song, the price can be set separately.

BUSINESS PLAN - Advancement Plan

- Choose the story to play and the planet(region) to explore.
- The following planets are unlocked as the story progresses.



- Discover new clues.
- Additional events for simple collectibles also exist.

A mode where players can actively enjoy the scenario

while controlling the character

The main character

Shii

- Conversation and exploration while directly controlling the character.
- Random events occur according to the player's selection.

- E.g.) Time attack (escape) event
- You must find and move to the target point within the limited time.

II BUSINESS PLAN - Advancement Plan

Comic Strips (Loading Screen)

- Expose 4-panel comic strips in the loading screen to entertain players.
- Additional stories that are not revealed in the main scenario will help users understand the game better.

Korean

Japanese

- Will be displayed in localized language (currently selected device language)

3

MARKET ANALYSIS

MARKET ANALYSIS

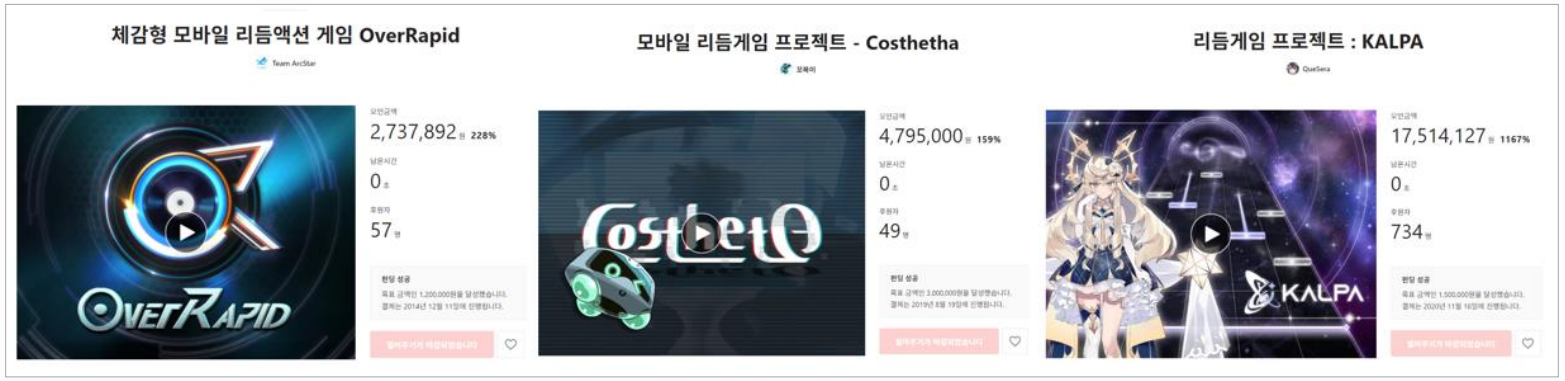
Universal genre with high-loyalty users

Universal genre that can be applied to various platforms

Rhythm game genre that can be played on any platforms such as arcade, console, and mobile

High-loyalty fan base

There are rhythm-game-only arcades and DJ concerts for only rhythm games



High interest in new rhythm games

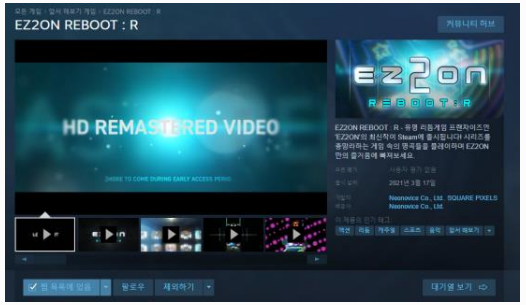
There is no resistance to new IPs, but excellent adaptability to new systems

III MARKET ANALYSIS

Market transfer from arcade to other platforms

Incorporation of subculture IP

Remarkably high profits are generated from the loyal ‘otaku’ fan base



Market transfer from arcade to other platforms

Arcade-based games are moving to PC and consoles

Console market being driven by digital sales

Digital-download-only consoles
XBOX series S
PlayStation 5 Digital Edition

Activation of digital sales

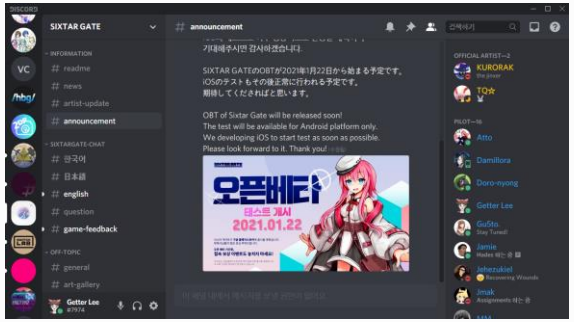
Distribution 'expense' is no longer needed for console market

Indie games are on the rise in the console market

Console platform holder's indie game promotion policy is in full swing

III MARKET ANALYSIS

Low barriers to global expansion

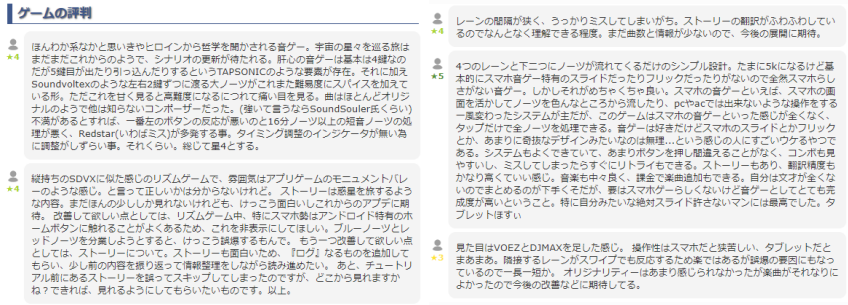


High connectivity of SNS

Global user networks formed through SNS such as Discord and Twitter

Globally recognized rhythm game composers

Just including their songs in the game accelerates the influx of fans



Active global fan base

Active feedback can be collected from rhythm gamers around the world

4

MILESTONE

IV MILESTONE – Expansion Plan Details

Lyrebird Studio (Host company)

- Conversion to universal engine
- Console UI/UX production and conversion
- Chart production for console version
- Character illustration production
- Game graphic quality remastering
- Adventure Mode production

CFK (Publisher)

- English and Japanese localization support
- Press release and SNS marketing support
- Professional QA personnel support
- Console development kit support
- Supports negotiation with platform holder
- Technical support for console conversion

Other outsourced partners

- Writing and producing music
- Voice actor narration recording
- Negotiation and supply of overseas songs
- Contract with IPs to collaborate
- BGA video production

Milestone	Schedule (May 2021 ~ Nov 2021)							Details per milestone (result of performance)
	May	Jun	Jul	Aug	Sep	Oct	Nov	
Console conversion base planning	■	■						– Scenario improvement and additional production – System planning for console-only mode
Engine conversion, console base production	■	■	■					– Conversion from Solar2D to Unity3D – Console game base production
UI/UX production		■	■					– UI, UX design and production for the console's 16:9 aspect ratio.
Chart production for console version			■	■	■			– Transform the touch chart to controller chart – Chart production for console-exclusive songs
Remastering of existing artworks		■	■					– Objects and SFX remastering
New artwork creation			■	■	■			– Character illustrations – Background and event CG – Resources production for the new mode
New mode programming				■	■			– Adventure Mode program development
Localization						■		– Localization to English and Japanese
Playtest (CBT/QA)						■		– Internal and closed user testing – QA by publisher
Development completion, marketing commencement							■	– Complete release build development – Marketing commencement
Revenue generation							■	–Game release, revenue generation

5

PERSONNEL

PERSONNEL

Professionals with extensive experience in various subculture activities

Programming

Experience in game development and live service.
High recognition as an indie rhythm game developer and producer of Pump It Up BGA.

Planning

Over 7 years of experience in the game industry, including development and marketing.
A wide domestic/international connections gained through media activities.

Graphic

Has a portfolio of several commercial projects as a result of constant subculture activities.
High recognition in the domestic and international community.

Sound

Writer of multiple songs in domestic and foreign rhythm games.
“The only composer of Korea and Japan's doujin music who truly shows what the Big Room genre is”. (Wiki review)

Name	Team/Title	In charge of	Production history
Hangil Jo	CEO	Programming	OverRapid / Team ArcStar Pump It Up / Andamiro Extensive career as a freelancer
Hyeong cheol Lee	Team leader	Planning/ Marketing	Issue reporter and review writer / GAMESHOT.NET Planner of Shooting Festa / HOMI Creator of multiple contents / HOMI Planner of all projects / MikuWallets Game design expert certificate
Minseo Park	Researcher	Art	Virtual to Vocaloid Connect / V2V MIKUZE / MikuWallets 3D character modeling production / Magical Band
Si Ho	Team leader (newly recruited)	Planning/ Project management	Web service / Dog Seven War of Three Kingdoms / Joun Game Web service and planning / Sinosabi Game design expert certificate
Jihyeon Shim	Team leader (newly recruited)	Design	Pump It Up INFINITY, Pump It Up PRIME, 2 Pump It Up XX, EZ2AC and more.
Hyeonho Kim	Assistant manager (newly recruited)	Sound	Dynamix / c4cat(Hong Kong) Arcaea / lowiro(U.K.) Lanota / Noxy Games(Taiwan) Muse Dash / X.D Global(China) Deemo, unpublished upcoming projects / Rayark and more.

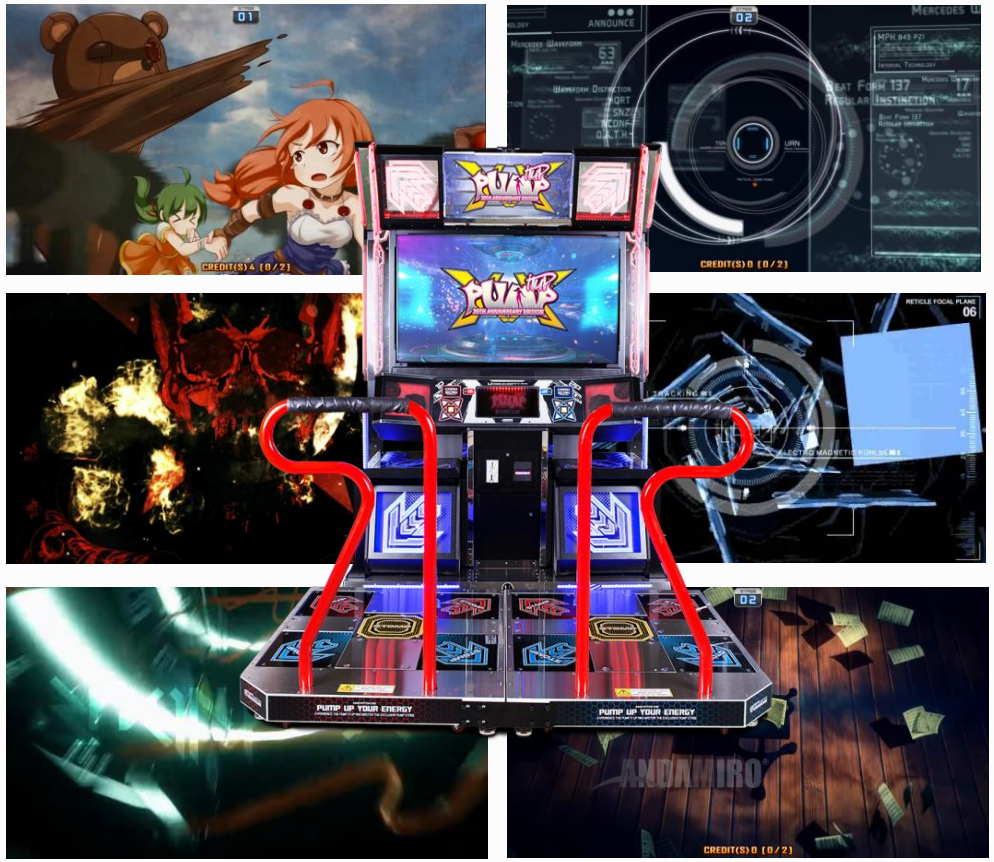
+ 2 more newly recruited employees

PERSONNEL

Hangil Jo (CEO)

Producer and main programmer of the rhythm game OverRapid

Team Arcstar



BGA production of the songs of the arcade rhythm game Pump it Up

ANDAMIRO

PERSONNEL

Hyeongcheol Lee (Business management/planning)

Worked as a game media reporter for 13 years from 2009

GAMESHOT.NET / Entershot.com

Planning and operation of a game/cartoon collaboration café

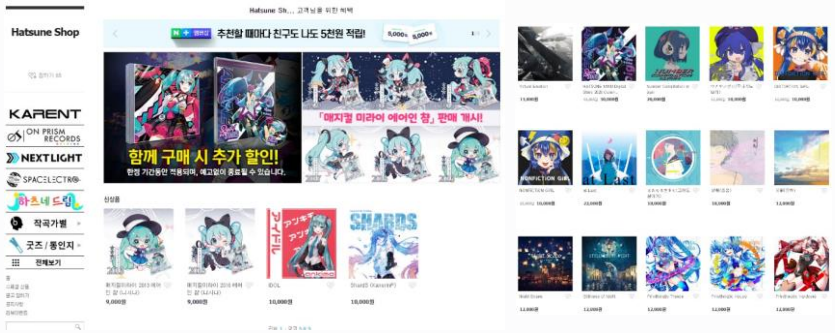
MoFun

KOCCA 한국콘텐츠진흥원

JCON 전라북도콘텐츠융합진흥원 Jeollabukdo Contents Convergence Agency

Carried out multiple KOCCA and JCON support projects

HOMI Corporation



Management of an online shop specializing in speech synthesis engine and indie albums

Hatsune Shop

PERSONNEL

Minseo Park (Artwork/character)

Designer of event products and main illustrations

MikuWallets, V2V and others

Selected as a work of interest by Japanese illustration communities

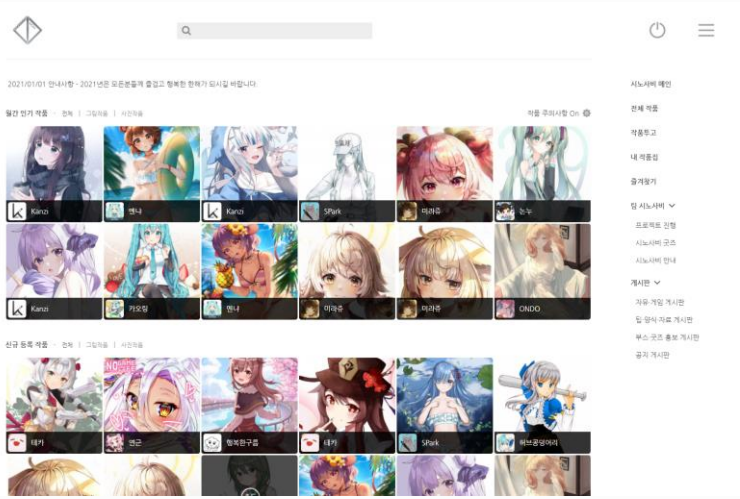
Piapro, Pixiv, and others

PERSONNEL

Si Ho (Planning/project management) Newly recruited

Design and general operation of War of Three Kingdoms

Joun Game



Operation of the illustration community 'Sinosabi' (Since 2002)

Sinosabi

PERSONNEL

Jihyeon Shim (Design)

Newly recruited

Design of main UI and game resources of Pump it Up INFINITY

ANDAMIRO

Indestructible

Brain Power

IOLITE SKY

Desaparecer

BGA production of the Pump it Up and EZ2AC series

ANDAMIRO, SQUARE PIXELS

PERSONNEL

Hyeonho Kim (Audio/sound)

Newly recruited

ARCAEA
Two young girls explore a shattered world filled with sound: a past to be uncovered

Lanota

DynAMIX

DEEMO Reborn

MUSE DASH

Writer of multiple songs of rhythm games such as Dynamix, Arcaea, Lanota, Deemo, and Muse Dash

C4cat(Hong Kong), lowiro(U.K.), X.D Global(China), and others

VI COMPANY OVERVIEW

Name	Lyrebird Studio	CEO	Hangil Jo	Company CI
Foundation	Sep 15, 2020	Contact	070-7537-1585	
Employees	7	E-Mail	admin@lbstudio.co.kr	
Field	Game development			

Projects supported	2020 Game Content Production Support	Jcon Jeollabukdo Contents Convergence Agency	Sep 2020
	Youth Digital Jobs Project	KOFICE 한국국제문화교류진흥원 Korean Foundation for International Cultural Exchange	Nov 2020

Classification by expense purposes

Labor Cost : 152,660,000 won – 69.4%

- 2 internal personnel (excluding CEO) – Minseo Park, Hyeongcheol Lee
- 3 new high-level (experienced) personnel – Si Ho, Jihyeon Shim, Hyeonho Kim
- 2 new personnel – QA, assistant planner

Operating Cost : 47,400,000 won – 21.5%

- General operating cost – Cost of using professionals (500,000 won * 6 times) – 3,000,000 won
- Rent – Office rent (200,000 won * 7 months) – 1,400,000 won
- General service fee

Purpose	Expense (won)	Note
Purchase of existing songs	16,000,000	Average price of songs : 500K won
Promotion video & BGA production	12,000,000	Average price of BGAs : 600K won
Sound production, voice recording	15,000,000	Recording price of a second-class voice actor : 2M won +α (per hour)
Total	43,000,000	

– Physical Assets : 20,000,000 won – 9.1%

- PC set – Desktop, monitor and other equipment (2,500,000 won * 5EA) = 12,500,000 won
- Audio equipment – Hi-Fi DAC, audio mixer, monitor speaker – 2,500,000 won
- Soundproof booth

Dedicated studio for the in-house composers

Size – 2m*1.7m

* Room acoustic treatment to be performed.

Price – 5,000,000 won

Total

Category	Lyrebird Studio	Total
Grant money	200,000,000	200,000,000
Self-prepared money	20,000,000	20,000,000
Total	220,000,000	

2021

INVESTOR RELATIONS

A core subculture company that encompasses global music and game culture beyond Korea and Asia.

Lyrebird Studio aims to contribute to the subculture market and step forward into the world through the content that harmoniously converges music and games together.

SIXTAR GATE

STARTRAIL

THANK YOU