

# GameClay Portfolio

## Contact

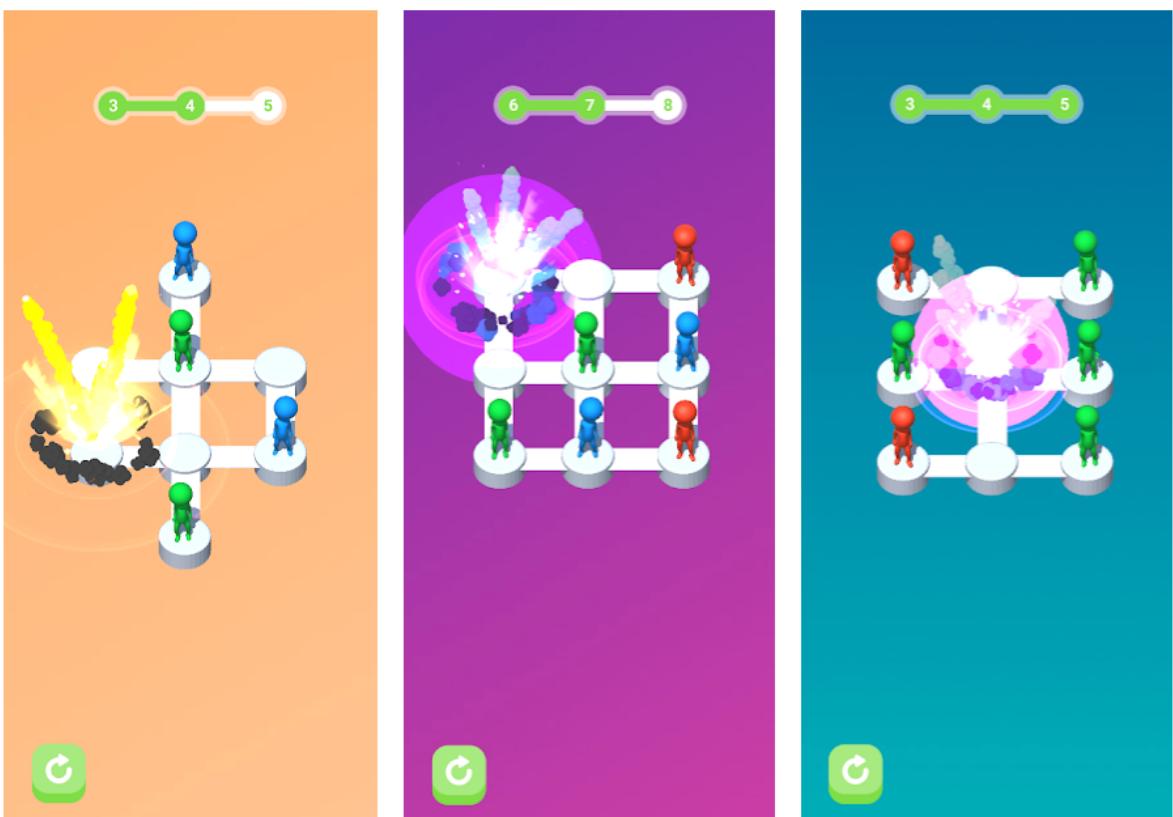
<https://t.me/epxi42>  
gameclay.info@gmail.com

## Team

Misha Temnikov **Producer**  
Nikita Zanegin **Unity Developer**  
Gleb Khaletsky **Unity Developer**

## Prototypes for publishing

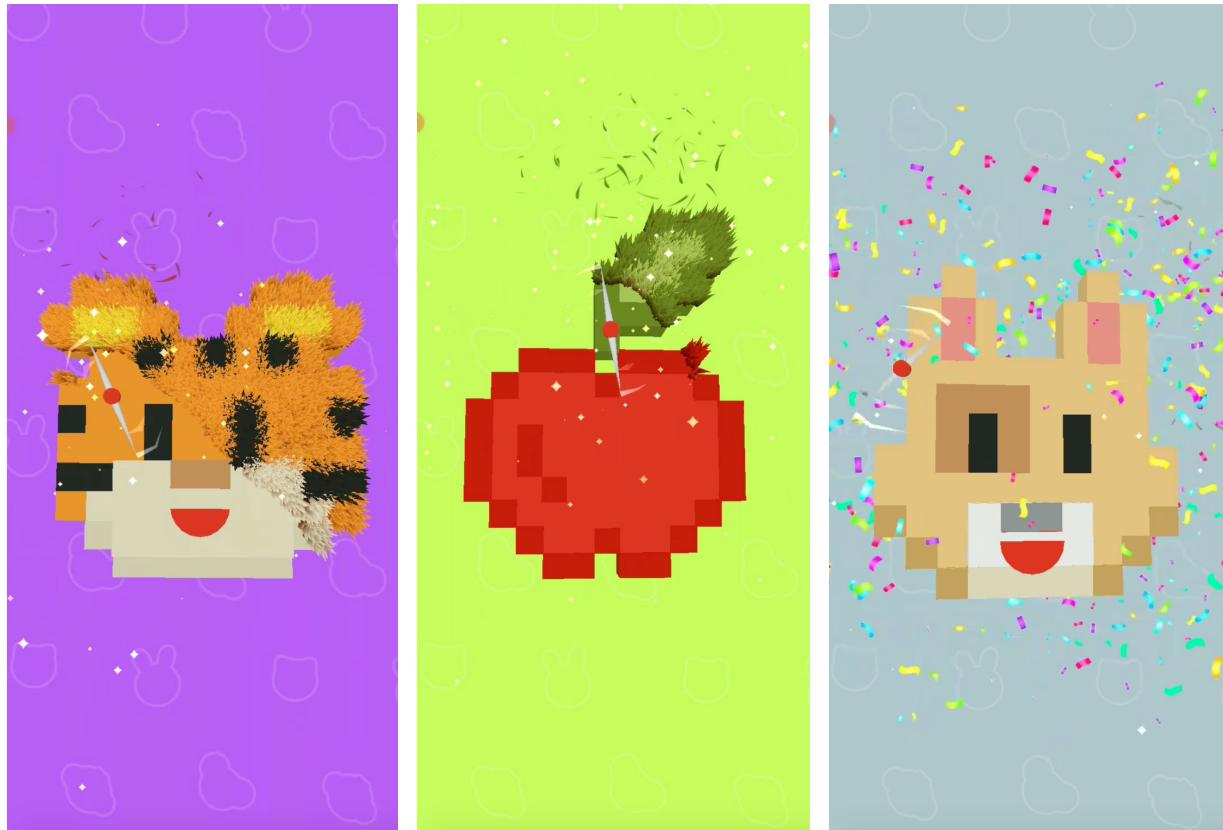
### Stickman Bomb Link



Video <https://drive.google.com/file/d/1lheMmSjd9YYMzMX7e9FvITraruh0-1XH/view?usp=sharing>

Link <https://play.google.com/store/apps/details?id=com.stickman.link.bomb.puzzle>

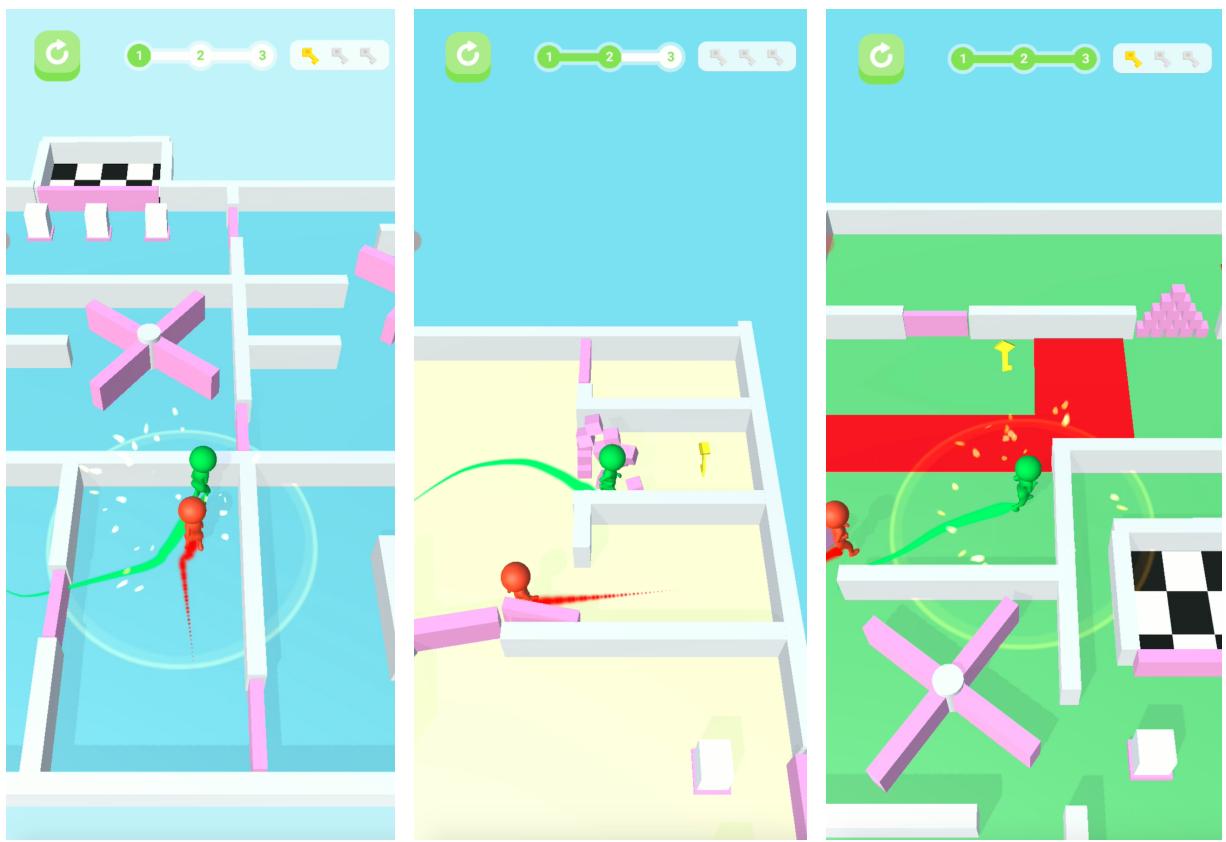
## Rug Mow Master



Video

<https://drive.google.com/file/d/1zn8LK8BAahlyhRmuipleoE50FuusfHes/view?usp=sharing>

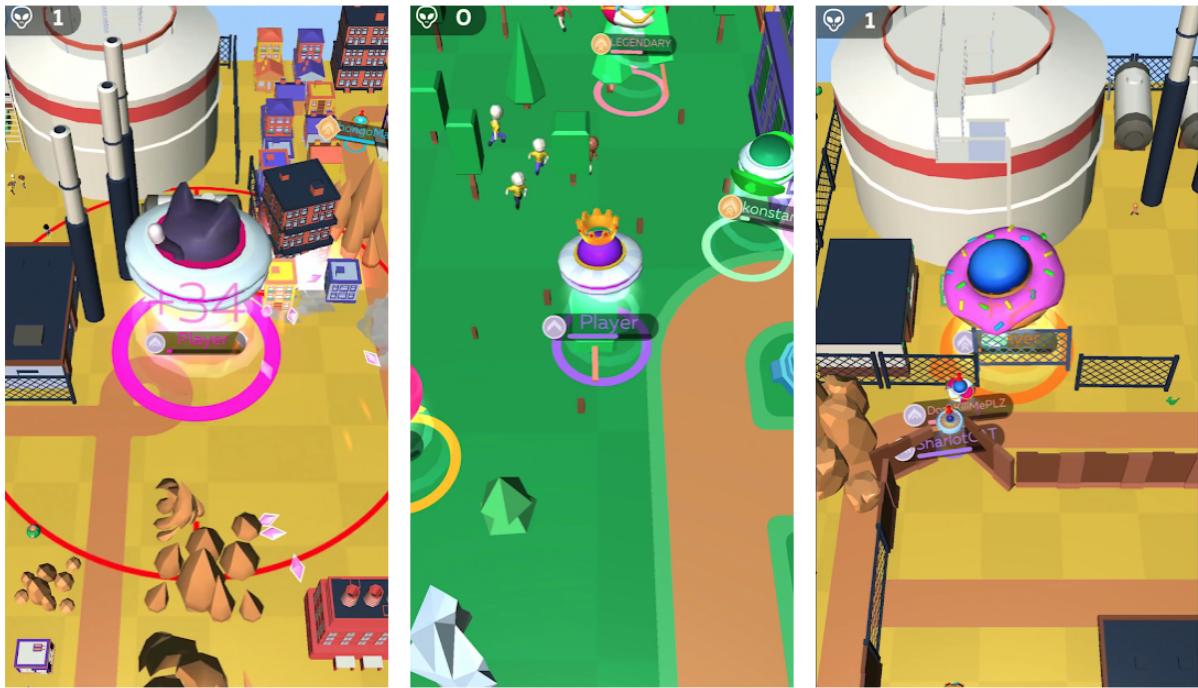
## 3 Keys Maze Run



Video <https://drive.google.com/file/d/1c-aO1LVUeIGBO7-439IQqnSAWvsTZJ40/view?usp=sharing>

# On Launch

# Crazy Spaceship.io



Video [https://www.youtube.com/watch?v=bGccAH\\_irWk](https://www.youtube.com/watch?v=bGccAH_irWk)

Link [https://drive.google.com/open?id=1-\\_stfyBJZ3--MuPuY2PTmaRxCgcUF1f](https://drive.google.com/open?id=1-_stfyBJZ3--MuPuY2PTmaRxCgcUF1f)

Publisher Casual Azur Games

## Metrics

**5 million downloads**

**CPI Tier1 Worldwide \$0,03**

**D1 36%**

**D7 8%**

# FragArena.io



Video <https://www.youtube.com/watch?v=yenbkquS108>

Link <https://play.google.com/store/apps/details?id=com.gameclay.fragarena>

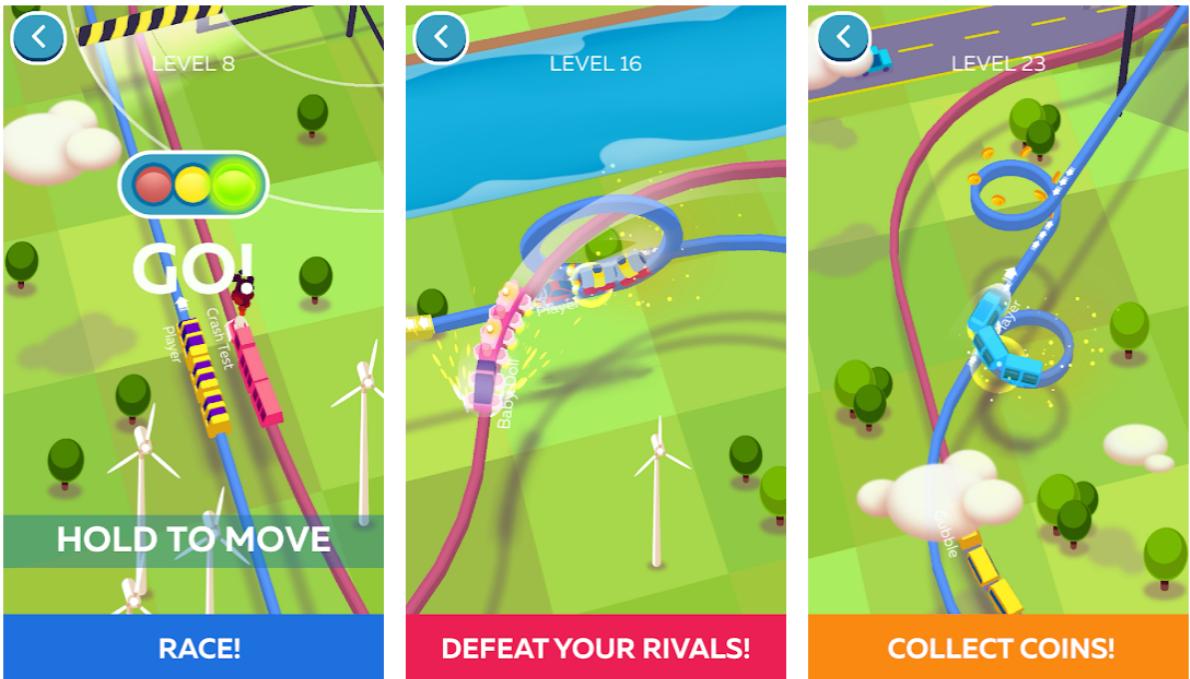
#### Metrics

D1 45%

Rating 5.0 / 474 reviews

## Past Hypercasual

### Train Race



Video <https://www.youtube.com/watch?v=WW8xqV00WIY>

Link <https://play.google.com/store/apps/details?id=com.gameclay.trainrace>

**Publisher** Casual Azur Games

## Metrics

CPI Worldwide Android \$0,17

D1 34%

Ads 19 Levels Average per User Lifetime

## Drift Star -Burnouts



Video [https://drive.google.com/open?  
id=1myMG2M8VcrGDwZ5COYiFadHaedjxgH\\_z](https://drive.google.com/open?id=1myMG2M8VcrGDwZ5COYiFadHaedjxgH_z)  
App Store <https://apps.apple.com/ru/app/drift-star-burnouts/id1460792105>

**Publisher** Casual Azur Games

## Softlaunch 1 Metrics

**CPI China IOS** \$0,27 with bots

**CPI USA IOS** \$0,5

**D1** 15%

**Ads** 20 Interstitials Average per User Lifetime

## Softlaunch 2 Metrics

**CPI China IOS** \$0,1 with bots

**CPI USA IOS** \$0,5

**D1** 40-45%

**Ads**

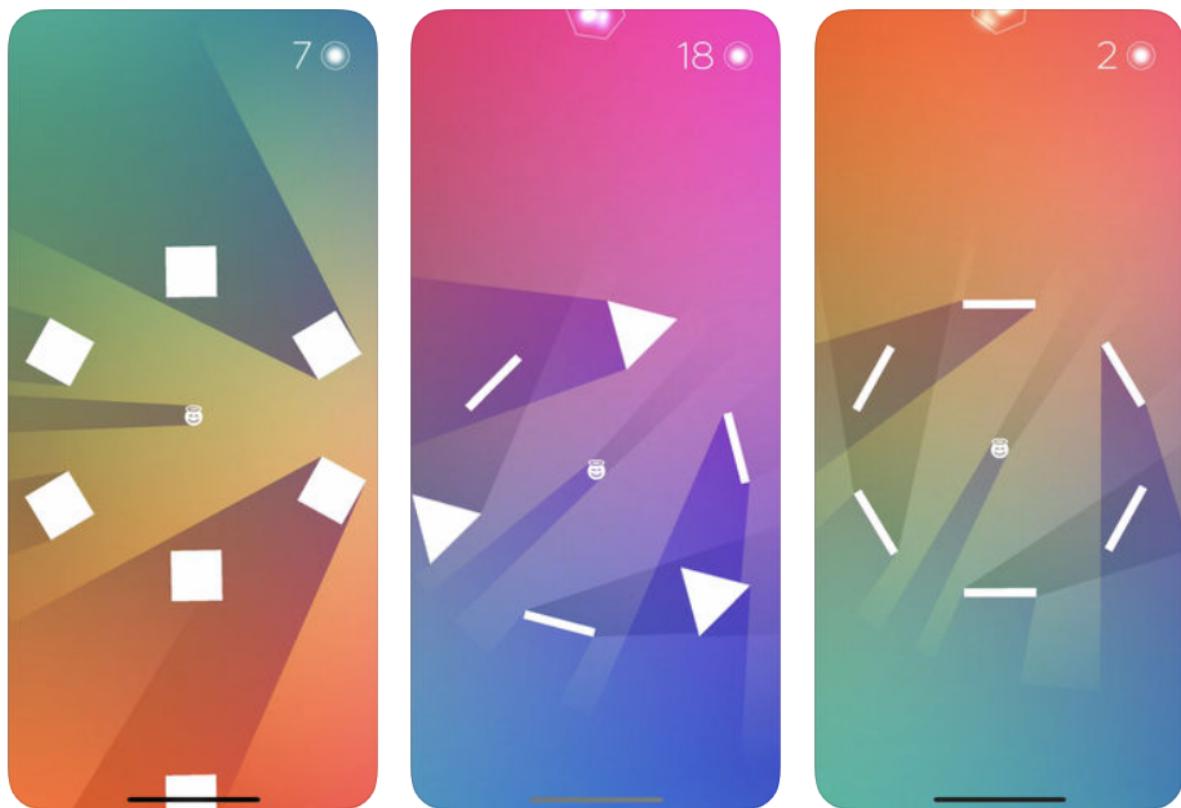
China

24,2 Interstitialy Average per User Lifetime

8,3 Rewards per User Lifetime

LTV China IOS \$0,42

## Rise Core



Video <https://www.youtube.com/watch?v=l0XL1H79iVk>

App Store <https://apps.apple.com/ru/app/rise-core-ambient-jumper-up/id1458598316>

Publisher Casual Azur Games

### Metrics

CPI Tier1 Android \$0,14

CPI Tier1 IOS \$0,4

CPI USA Android \$1,5

CPI USA IOS \$1,5

D1 Tier1 Android 55%

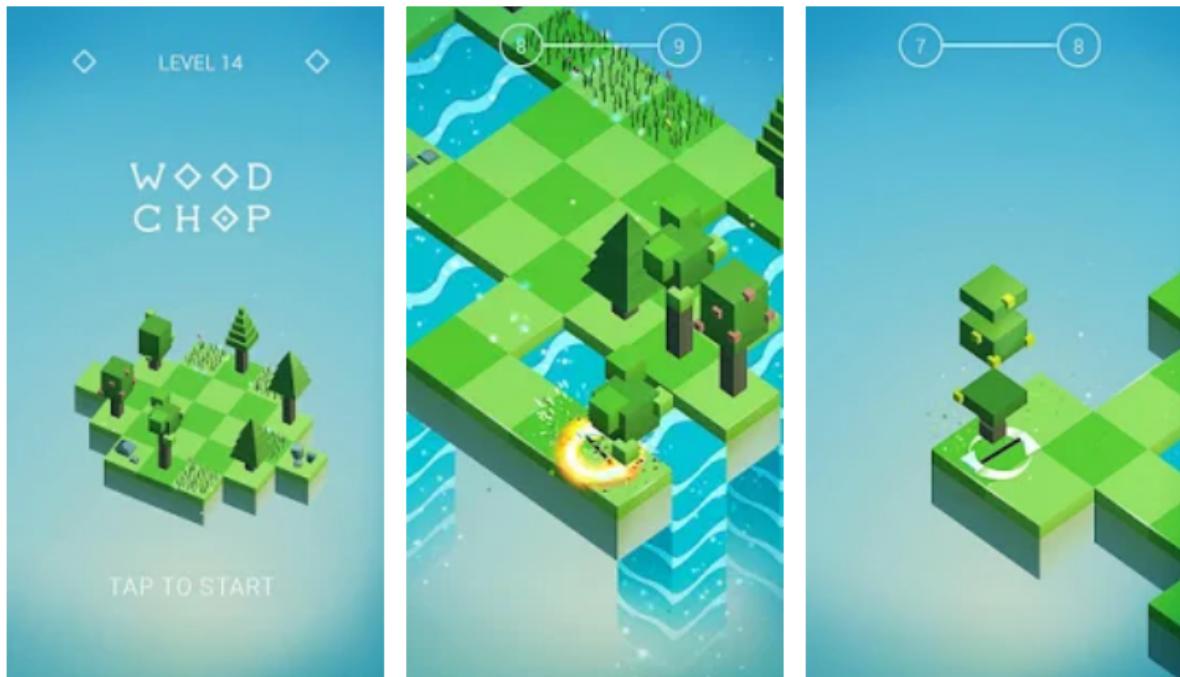
Ads

Android

17 Levels Average per User Lifetime

1 Rewards per User Lifetime

## Wood Chop



Video

<https://drive.google.com/drive/u/0/folders/1L29XjJHUIIEMsMRW6eExluWIQZP0KZX>

Publisher Casual Azur Games

### Softlaunch 1 Metrics

CPI Tier1 Android \$0,1

D1 15%

Ads 10 Levels Average per User Lifetime

### Softlaunch 2 Metrics

CPI Tier1 Android \$0,04-0,1

CPI USA Android \$0,21

D1 25%

Ads 14-18 Interstitials Average per User Lifetime

**LTV Tier1 Android \$0,09**

**LTV USA Android \$0,18**

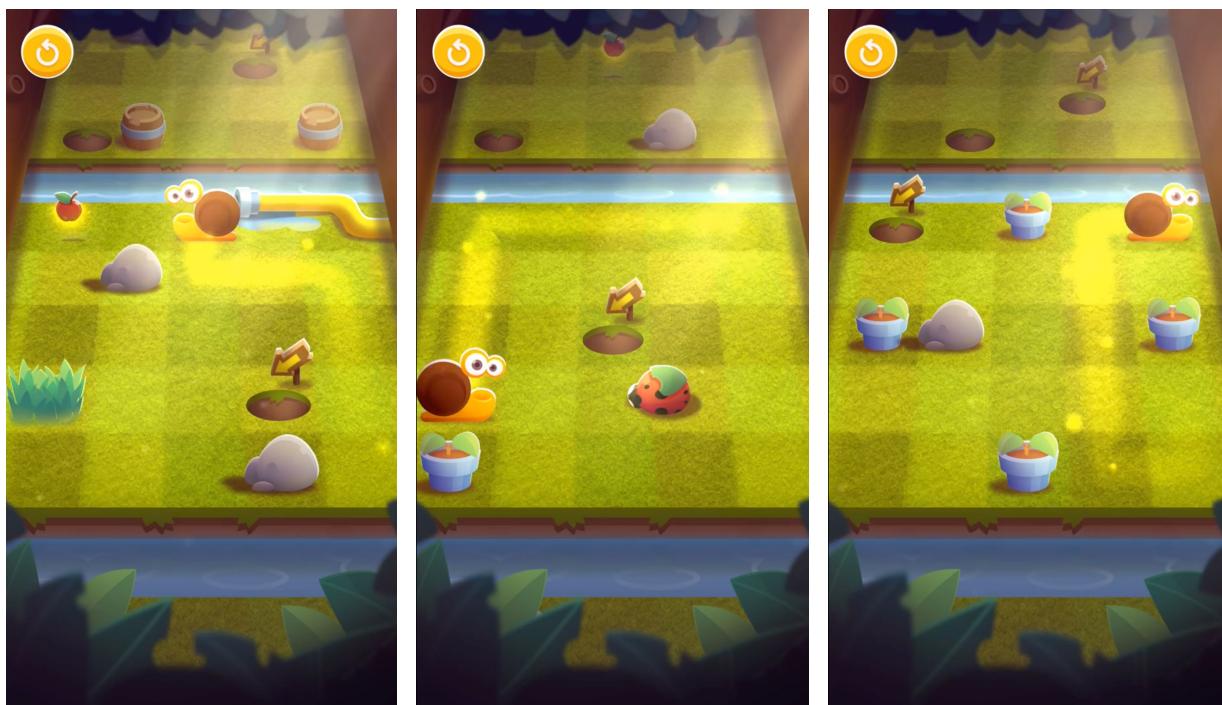
## Softlaunch 3 Metrics

**CPI USA Android \$0,4**

**D1 30%**

**Ads 18 -24 Interstitials Average per User Lifetime**

## Snail Mo



**Video**

[https://drive.google.com/file/d/1Vw3RflgGOOEdZ1vCl2ErGjvDe0SrK\\_LI/view?usp=sharing](https://drive.google.com/file/d/1Vw3RflgGOOEdZ1vCl2ErGjvDe0SrK_LI/view?usp=sharing)

**Publisher Casual Azur Games**

### Metrics

**CPI USA \$1,5**

**D1 25%**

**50% complete all levels**

# Turbo Snake



Video <https://drive.google.com/open?id=1tZc7xojYj91lS7Q951BPHy9ky8O2lT3M>

## Metrics

CPI Tier1 Android \$0,3

D1 30-40%

## Point Light



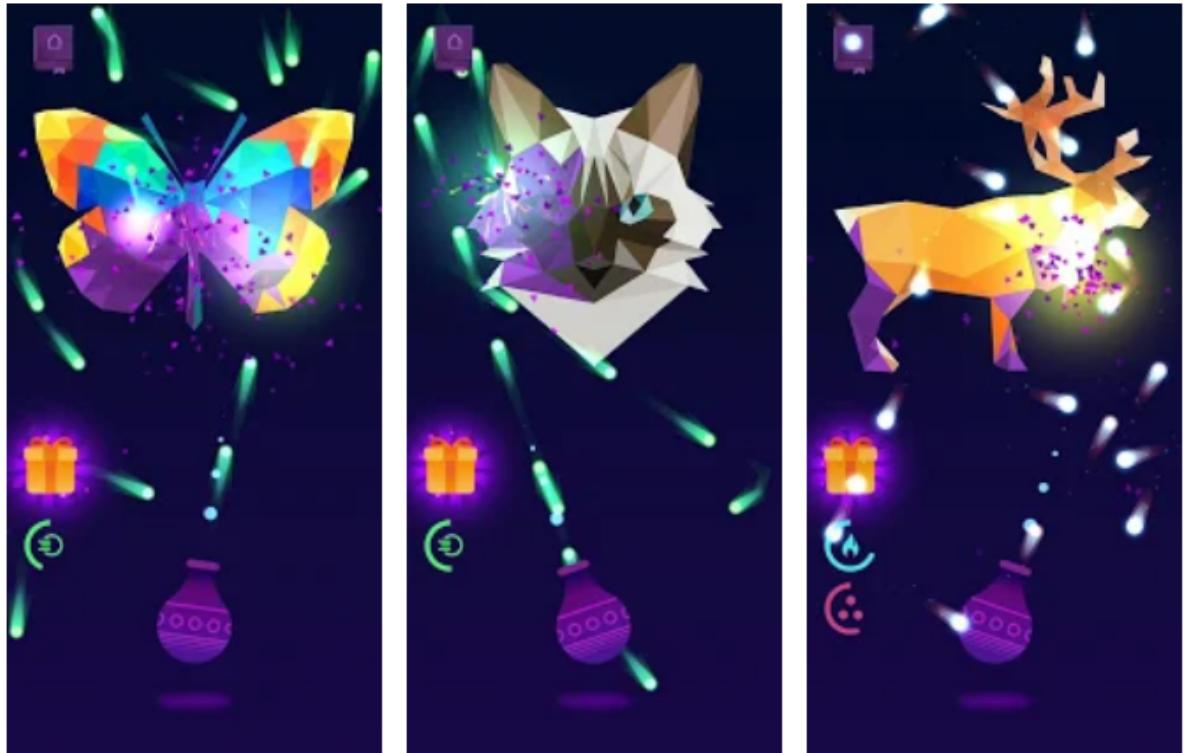
Video [https://drive.google.com/open?id=1otca8cyQ1\\_pQ\\_5IfjB7XCRczUMT3v2ke](https://drive.google.com/open?id=1otca8cyQ1_pQ_5IfjB7XCRczUMT3v2ke)  
App Store <https://apps.apple.com/ru/app/point-light-game-of-shadows/id1459362181>

## Metrics

CPI USA IOS \$0,4-0,9

D1 25%

## Poly Breaker



Video <https://drive.google.com/open?id=1I3d7cjtVWRfyA4W-669Zixnyczpk6cFo>

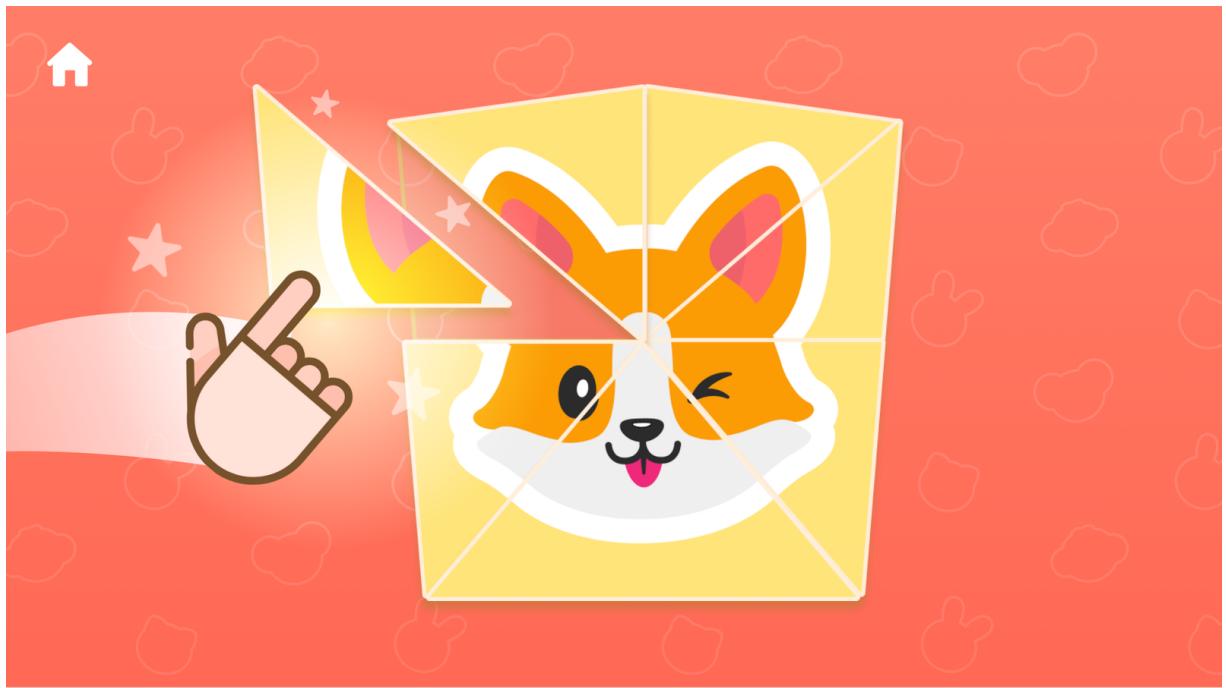
## Metrics

CPI Tier1 Android \$0,3

D1 20%

## Kids Games

### Tangram Block Puzzle Animals



Video [https://drive.google.com/file/d/1BhaDzWMXtQkmrR0A\\_HM-CYEdvUCDrs6s/view?usp=sharing](https://drive.google.com/file/d/1BhaDzWMXtQkmrR0A_HM-CYEdvUCDrs6s/view?usp=sharing)

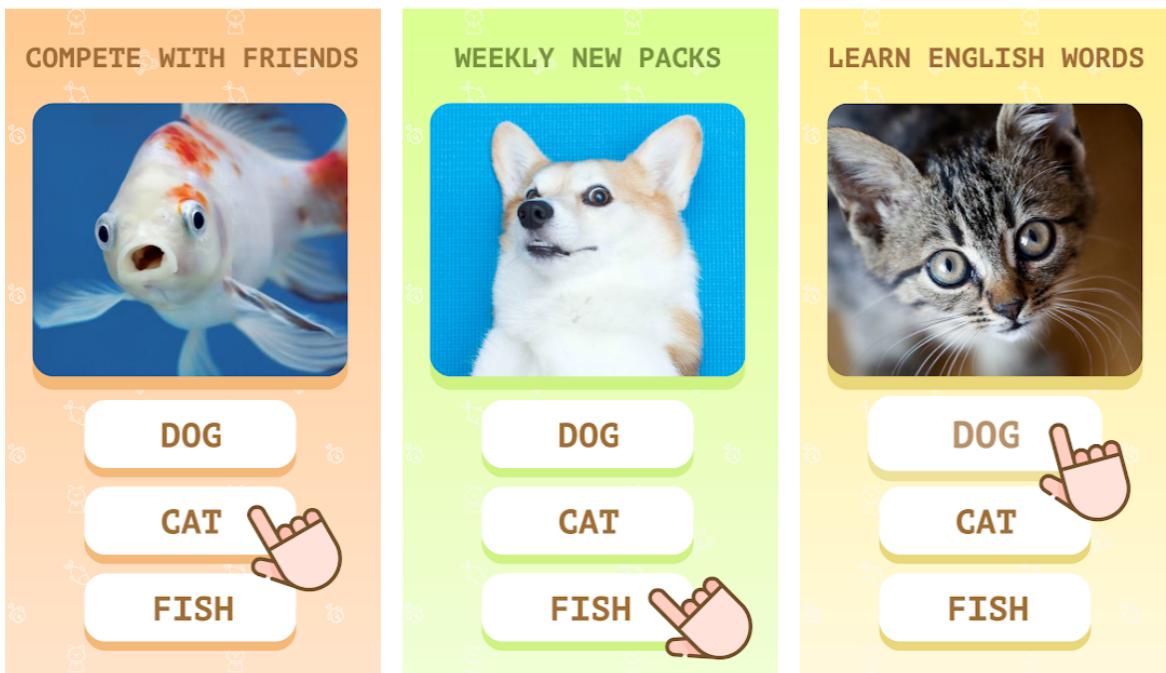
Link <https://play.google.com/store/apps/details?id=com.kids.puzzle.animals.block>

#### Metrics

CPI Worldwide Android \$0,05

D1 15-35%

## Pic&Word Quiz Trivia



Video [https://drive.google.com/file/d/1bXyWVsvb1eZ6eAK-fIAm7iT4ND09Hho\\_/view?usp=sharing](https://drive.google.com/file/d/1bXyWVsvb1eZ6eAK-fIAm7iT4ND09Hho_/view?usp=sharing)

Link <https://play.google.com/store/apps/details?id=com.gameclay.wordy>

#### Metrics

CTR Worldwide Android 11%

CPI Android USA \$0,7

D1 25% on 50 words prototype

## Past projects

### Zombie Blades



Video

<https://drive.google.com/drive/u/0/folders/1ZhStJAD9XhNsvu5psuXJAROg3INFXcwP>

App Store <https://apps.apple.com/us/app/zombie-blades-bow-and-guns/id1289170806>

## Profit

April, May 2019 \$10000

June 2019 \$20000

July 2019 \$20000-30000

## Metrics upgrade

LTV USA x1,5 \$ 0,6-0,8 to 1-1,2

Time Spent per DAU USA x2 4 to 8 min

Reward impressions per DAU USA x1,5 2 to 3

## Mobile multiplayer strategy GUNZ.IO

Producer, Art directing, Meta gamedesign, UI Programming

Top 7 free new game in Russia

Featured on Google Play in 85 countries

100k installs



Video <https://www.youtube.com/watch?v=wM2058RFaM>

## Rolly Game

Indie game development

Publisher: TabTale



Youtube: [https://www.youtube.com/watch?v=\\_iKVtckgvIY](https://www.youtube.com/watch?v=_iKVtckgvIY)

Beta: [https://www.dropbox.com/s/5smoenqzf3eec9a/rolly\\_01\\_02.apk?dl=0](https://www.dropbox.com/s/5smoenqzf3eec9a/rolly_01_02.apk?dl=0)

## Zap Zap Game

Indie game development

**Publisher:** TabTale



Youtube: <https://www.youtube.com/watch?v=dssU1iLKtY>

Beta: [https://www.dropbox.com/s/y57db9nnkyk1fht/zapzap\\_4\\_4.apk?dl=0](https://www.dropbox.com/s/y57db9nnkyk1fht/zapzap_4_4.apk?dl=0)

## Epic Tower Game

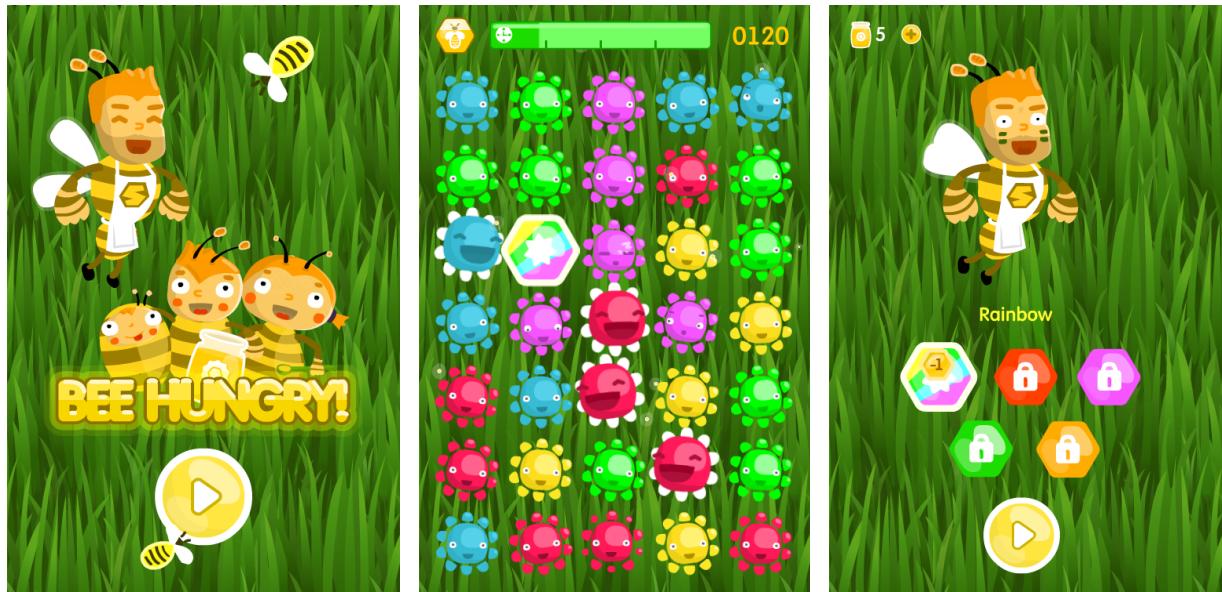
Art-direction, Lead gamedesign



Youtube: <https://www.youtube.com/watch?v=LYxS5JpHZdk>

## Bee Hungry Game

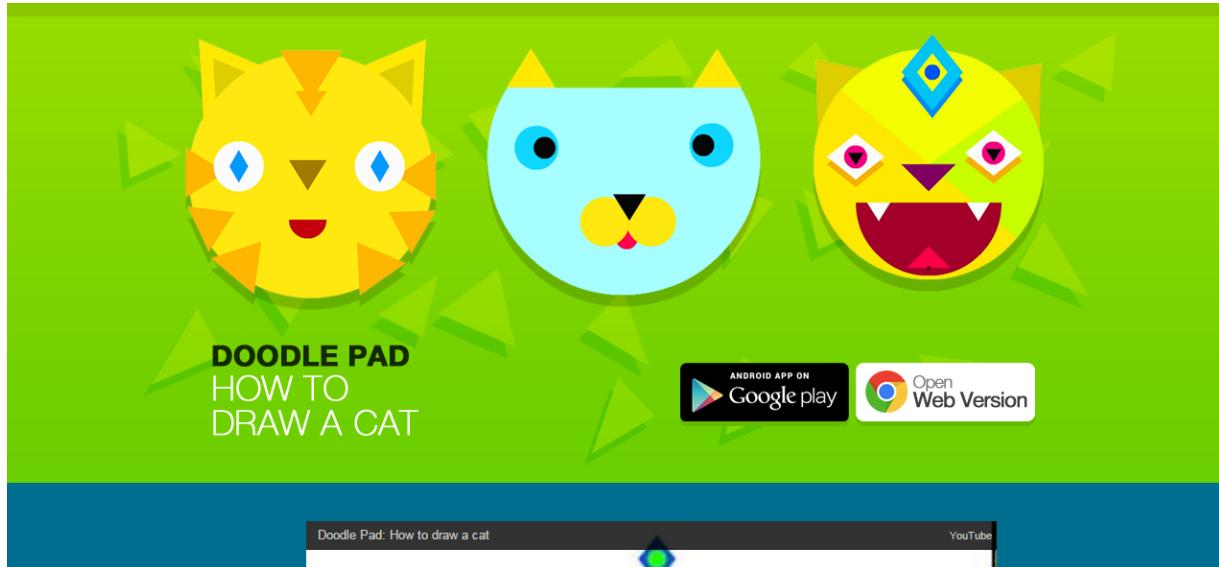
Indie game development



Youtube <https://www.youtube.com/watch?v=o4lg90pgwYM>

## Vector constructor app Primitive

Indie game development



Youtube <https://www.youtube.com/watch?v=XnLmM5sjnYM>

Instagram <https://www.instagram.com/takejoy/>

## Indie Game Developers SquirrelsSquare

### 14 web games

- 80 million gameplays total
- 2 Adobe Mobile Awards
- 5 Daily features on Newgrounds

### 7 mobile android games

- 5 million gameplays total

**Partners:** King, MindJolt by SGN, Spil Games, Newgrounds



Play <http://squirrelsquare.newgrounds.com/games/>

**Thanks for watching!**