Executive summary
Evotopia by uwu studio

1. The project

We want to create one of the killer apps of VR: the most immersive experience there is, through a massively multiplayer video game.

Evotopia is a VR MMORPG that takes place in a biotechnological universe there technology and nature have fused together to make one.

Players go together to explore wildlands in order to protect their city, and discover the origins of the mysterious world.

In order to bring a breath of fresh air to the MMORPG genre, we re-imagined every gameplay mechanics from scratch, to make them VR-first.

2. The team

Two passionate developers, VR pioneers, determined to push VR to its full potential.

3. Our advantage

SpatialOS : Platform as a Service that eases the development of a MMORPG, which raised $550 million in series B in September 2017.

This solution allows a **small team** (using their SDK, no engineer has to be dedicated to the network layer), with **no heavy initial investment** (no need to buy servers, they use Google's servers that are robust and stable) to create a universe that can host an **infinite number of players** (scalable architecture) while **controlling the use cost** (only the consumption is billed).

4. Our target

Mostly males, aged from 20 to 40 y/o, owning a VR headset with motion controllers, and that favors short playing sessions.

5. Traction

High demand from the community for VR MMORPGs. Just by searching it on Google you can realize it. Also, a lot of blockbusters make people dream on this theme: Tron, The Matrix, Sword Art Online, Ready Player One, etc.

6. Market

2018: 2.9M players (out of 8.1M VR headsets total), which represents an expenditure of $67B in VR gaming.

2022: 23M players, for an expenditure of **$67B**.

Source: International Data Corporation, May to September 2018.

7. Competition

A single low-quality VR MMORPG. It represents no threat to the high-quality experience we want to develop.
AAAs are only porting their existing titles, and no VR MMORPG has been announced.

8. Business model

Pay to download AND/OR subscription fee AND/OR in-app purchase (to be finalized).

9. Projections

We are targeting 300k players by 2022, with an average annual net revenue of $20/player, which makes **$6 million per year**. This amount represents **0.02% of the market shares in 2022**.

10. Our needs

We have several financing strategies for Evotopia.

Please contact us in private to discuss it.

11. Contacts

damien@uwustudio.com

+33 7 81 76 92 29

https://uwustudio.com/