

Pocket Champs 3D Racing Games by Madbox Games: From Hypercasual to Hybridcasual

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Agenda

- Hypercasual Brief
- The Game
- Monetization
- Future Development
- Final Thoughts

Hypercasual Brief

A Brief on Hypercasual Games

- Hypercasual games have the following characteristics:
 - Easy to play
 - Simple mechanics
 - Wide audience appeal
- Sensortower reported that for 2021 in the West, the hypercasual genre was the only genre to grow in downloads and revenue by [15%](#).
- Although hypercasual games can attract massive audiences, they often have short life cycles.
 - The hypercasual barrier to entry is low, making it highly competitive. ***Developer innovation in game loop design and the monetization experience is necessary for these games to stand out.***

Why is Pocket Champs Important for Hypercasual Games



Chao Races from Sonic Adventure Battle 2



Pocket Champs

- An ode to Chao Races from the Sonic franchise, Pocket Champs (PC) is a multiplayer idle game where players train their Champs to run, swim, climb, and fly and race against others.
 - With a variety of races, players strategize to equip their Champs with the best gadgets to take the victory.
- ***PC is important because it hybridizes the hypercasual and casual game experiences.***
 - It maintains the aggressive monetization schemes of hypercasual games, while creating a longer-lasting player progression loop that is characteristic of casual games.

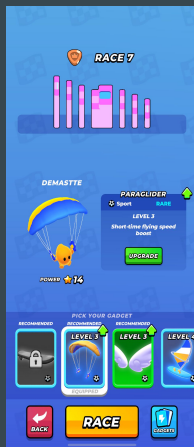
The Game

How to Play Pocket Champs

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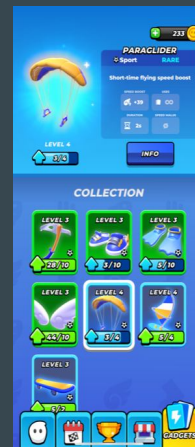
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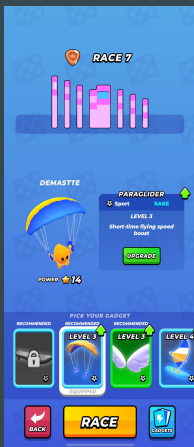
1. Press “Play” to participate in a race based on your rank.
2. Choose the most suitable gadget to equip to your Champ.
3. Watch your Champ race against other Champs.
4. Gain/Lose Trophies, and earn upgrades based on your Champ’s performance.
5. Upgrade your Champ to win more races.

How to Play Pocket Champs (continued)

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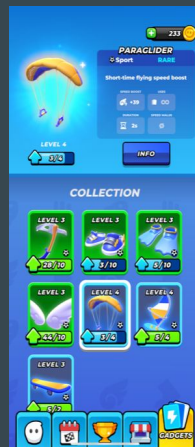
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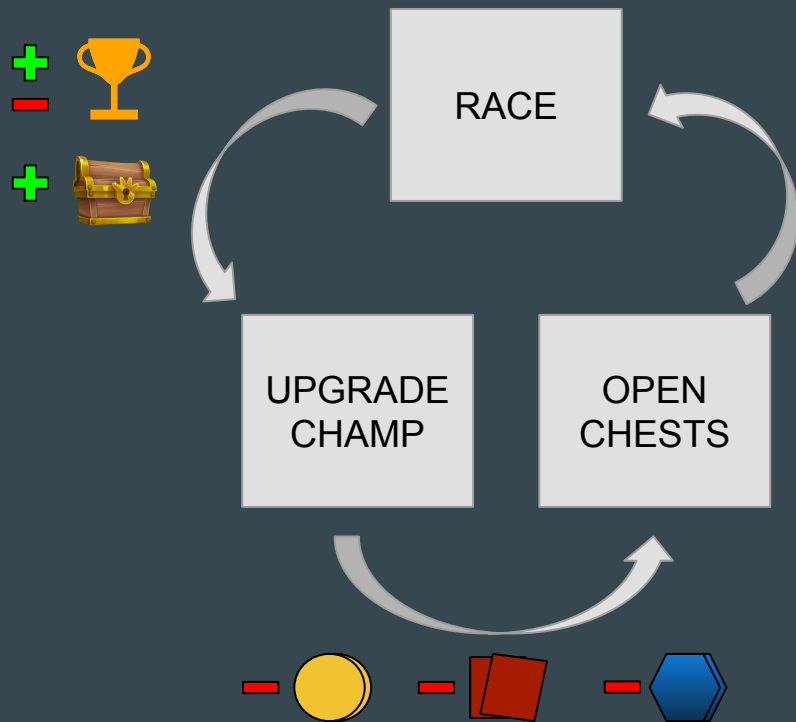


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- *The main gameplay is simple. Besides choosing the best gadget for a given race, players are just watching a race simulation.*
- However, PC expands on their gameplay via their game loop(s) design: a Clash Royale (CR) model with a twist.

The Core Game Loop

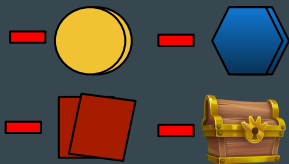
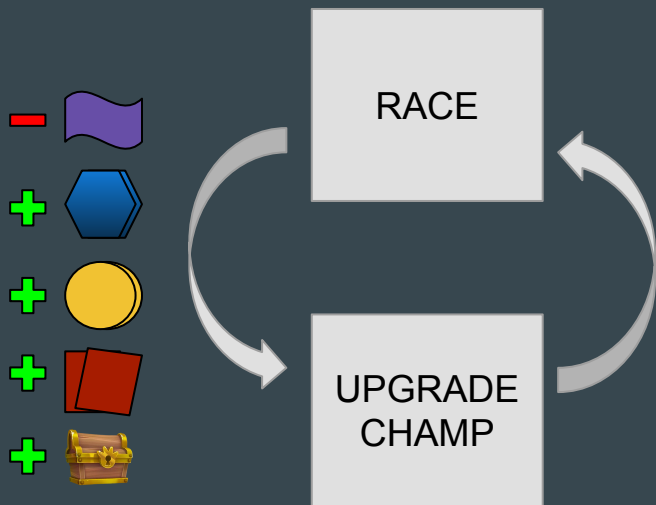


LEGEND

	TROPHY		GADGET CARDS
	CHEST		EVENT TICKETS
	TRAINING TOKEN		COINS

- Similar to CR, players race to earn Chests for upgrades, upgrade between races, and then wait for Chests to open to continue the cycle.
- It's a proven loop that promotes session-to-session player engagement while allowing them to play as much as they want.

The Supporting Game Loop



LEGEND



TROPHY



CHEST



TRAINING TOKEN



GADGET CARDS



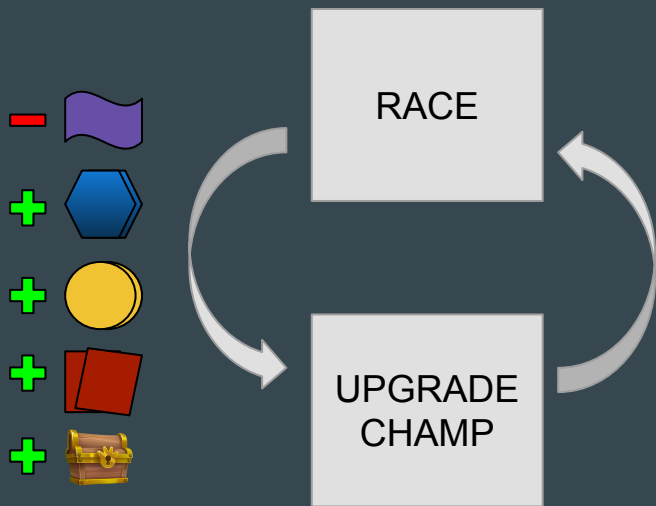
EVENT TICKETS



COINS

- PC has a secondary game loop in its Events game mode, which increases player session length.
- Events require Tickets that replenish every 30 minutes. ***Winning events pays out rewards immediately.***
 - Even chests earned from events are opened instantly!

The Supporting Game Loop (continued)



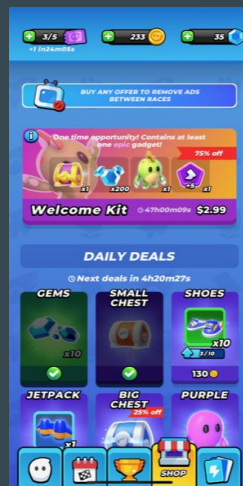
LEGEND	
	TROPHY
	CHEST
	TRAINING TOKEN
	GADGET CARDS
	EVENT TICKETS
	COINS

- **Unlike CR, PC's immediate rewards improve the session experience.** They guarantee progression every time players log in.
 - ***This works for PC because of Training Tokens***, stat upgrades that give permanent boosts to players' Champs instantly.
- In PC, both Chests and Events work together to motivate players to log in from session to session and extend their session length.

Monetization

Monetization: Pocket Champs Shop

- The Shop closely follows the mobile casual game shop status quo.
 - Discounted offers are listed first to catch the player's attention.
 - Offers will include eye-catching UI/text such as:
 - “SALE”
 - “50% off”
 - “5x value”
 - Additional bargain items will be displayed partially cut off to near the bottom to encourage players to scroll further.



Pocket Champs Shop:

Includes removal of interstitial ads on any USD shop purchase.



Golf Clash Shop:

“FREE OFFERS” makes players want to scroll further.

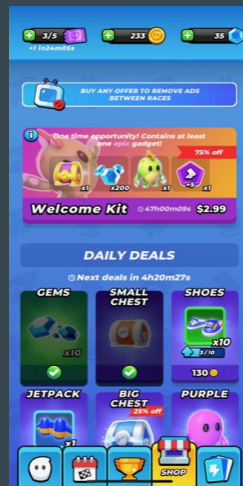


Clash Royale Shop:

Having the offers cut off makes players want to know if there's more below.

Monetization: Ads

- As a hypercasual, casual hybrid, PC uses both interstitial and rewarded ads for revenue.
 - Casual games will occasionally have an instance of rewarded ads.
 - Hypercasual games will often exclusively use interstitial ads.
- ***PC stands out because its ad monetization experience transforms with the player's spending behavior.***
 - First, it does not show interstitial ads until players reach a certain progression point in the game.
 - This draws players' interest before monetizing them.
 - If willing, players can remove interstitial ads upon any USD Shop purchase.
 - Afterwards, traditional Shop IAPs and rewarded ads drive monetization.



Pocket Champs Shop:

Includes removal of interstitial ads on any USD shop purchase.



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Clash Royale Shop:

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Monetization: Ads (continued)

- Rewarded Ads are used across PC for the following reasons:
 - Getting more Event Tickets
 - Getting more rewards from Chests
 - Speeding up Chest timers
- Rewarded ads are good because:
 - They don't disrupt player gameplay.
 - They can extend player session length.
 - E.g., When the ad reward allows the players to continue progressing.
- Unlike hypercasual games, PC's progression system and rewarded ads improve the LTV of its hypercasual audience.*
- Unlike casual games, interstitial ads allow PC to still monetize on F2P users.*



Event Tickets



More Rewards



Faster Rewards

**First and foremost, gameplay is king. Ensure the game is fun before monetization implementation.*

Future Development

Future Development: How Will Pocket Champs Proceed

- One of PC's biggest challenges will be how to maintain player engagement.
- To do this, future development will likely consist of the following:
 - More skins
 - More gadgets
 - More courses
- Although PC's simplicity is what attracts users, repetitive, simple gameplay can leave players feeling bored in no time.
 - PC will need to build on its gameplay to maintain player interest.

Future Development: Gameplay Ideas

- ***Short-Term Idea: Add a New Base Stat***

- Introducing a new stat like “Power,” an ability that could remove an obstacle during the race, is a short-term solution to prolong player interest.
- It’s a new activity for players to watch and creates more upgrades for players to chase after to strengthen their Champ.

- ***Long-Term Idea: Limited Time Live Play***

- Currently, PC matches players with something akin to AI to ensure fast queue times.
- To increase PvP interaction, PC can announce a scheduled time for live PvP gameplay, where players can participate in a more interactive race.
 - This race may include a simple “skill” based mechanic like shooting at targets by swiping a projectile (e.g., Paper Toss mobile).
 - Afterward, give players meaningful rewards based on their race performances within the allotted time.
- Some benefits of this feature:
 - Create player intrigue and extend session length.
 - Spark competitiveness and increase spend of engaged players.
 - Can be used to introduce new features.

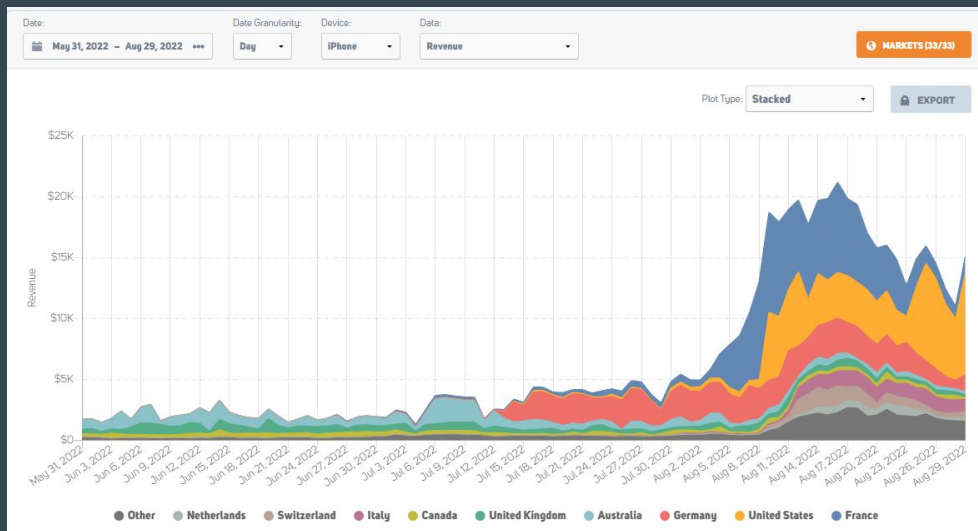
Final Thoughts

Final Thoughts

- Pocket Champs is an intriguing project about how to combine the strengths of hypercasual and casual games.
- Some Pocket Champs data I'd be interested to know are the following:
 - What's the most popular first-time package/item purchase?
 - Optimizing a player's first purchase experience will contribute to PC's ability to convert its players from a hypercasual to a casual monetization experience.
 - Users will be more likely to engage with PC's progression systems and rewarded ads, leading to higher player LTV.
 - They are more willing to spend after their first purchase and will have a better gameplay experience with no interstitial ads.
 - What are the average length and number of sessions per user?
 - This information may suggest the current Chest timers are not optimal for their player base (currently 3hr and 8hr like Clash Royale; maybe they can be faster).

Final Thoughts

- Only in the past month did Pocket Champs begin having noticeable success (~\$10-15k Revenue/day for iPhone alone), so it will be interesting to see how and if it can continue its recent performance.



iPhone Revenue data from GameRefinery