# STARBORNE FRONTIERS

Target Market

- Frontiers visual style and theme is designed for a western audience.

- Games with similar game mechanics have succeeded in the eastern market.

- We expect 50-60% of revenue to be coming from USA.

- Est. market size USD 10-15 Billion for mobile RPG/Strategy Games with Gacha style monetization.
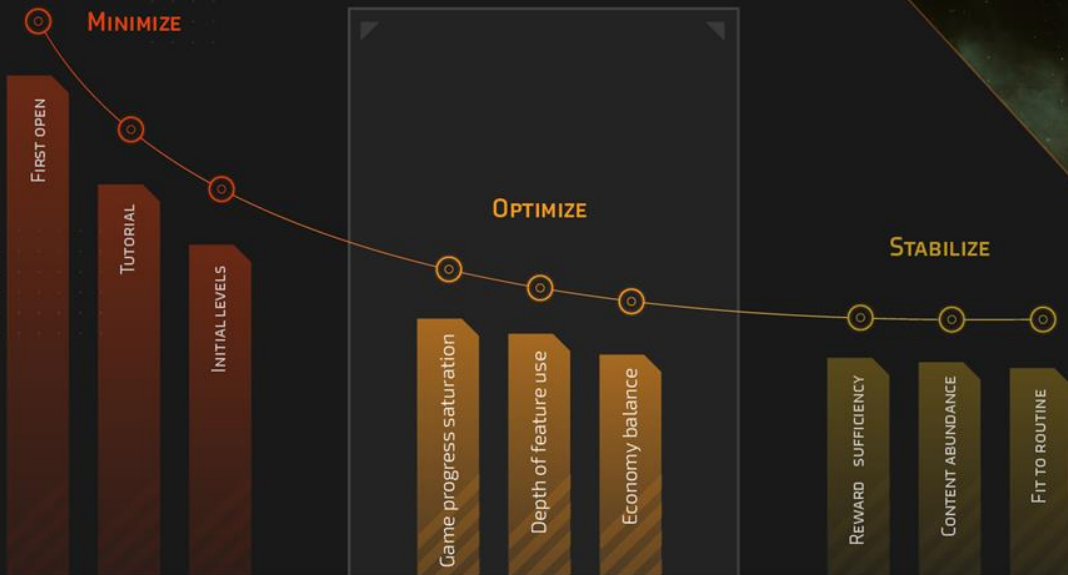
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FINANCIAL MODEL OF FREE-TO-PLAY GAMES (FRONTIERS)
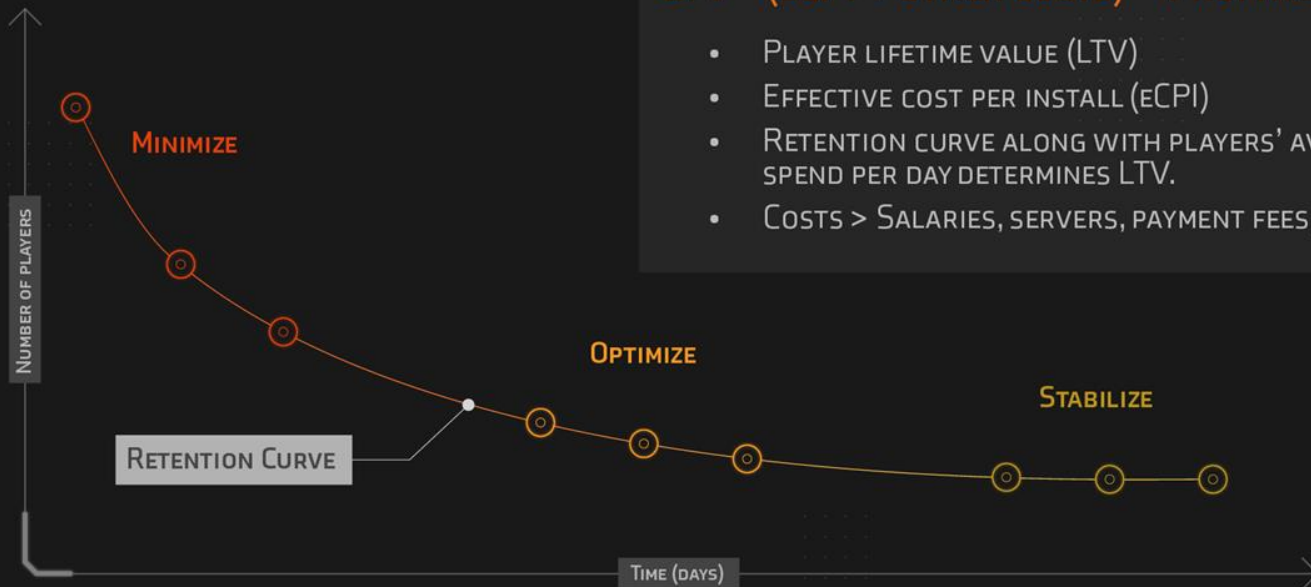
$$LTV - (eCPI + OTHER\ COSTS) = PROFIT/LOSS$$

- PLAYER LIFETIME VALUE (LTV)
- EFFECTIVE COST PER INSTALL (eCPI)
- RETENTION CURVE ALONG WITH PLAYERS' AVERAGE SPEND PER DAY DETERMINES LTV.
- COSTS > SALARIES, SERVERS, PAYMENT FEES, ETC.

NUMBER OF PLAYERS

MINIMIZE

OPTIMIZE

STABILIZE

RETENTION CURVE

TIME (DAYS)

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GOALS & METRICS AT EACH STAGE

MINIMIZE

FIRST OPEN

TUTORIAL

INITIAL LEVELS

OPTIMIZE

Game progress saturation

Depth of feature use

Economy balance

STABILIZE

REWARD SUFFICIENCY

CONTENT ABUNDANCE

FIT TO ROUTINE

ONBOARDING

DOWNLOAD > FIRST OPEN
DAY 1/3 RETENTION
FUNNEL (INITIAL STAGES)

ENGAGEMENT
PLAYER CONVERSION

DAY 7/17 RETENTION
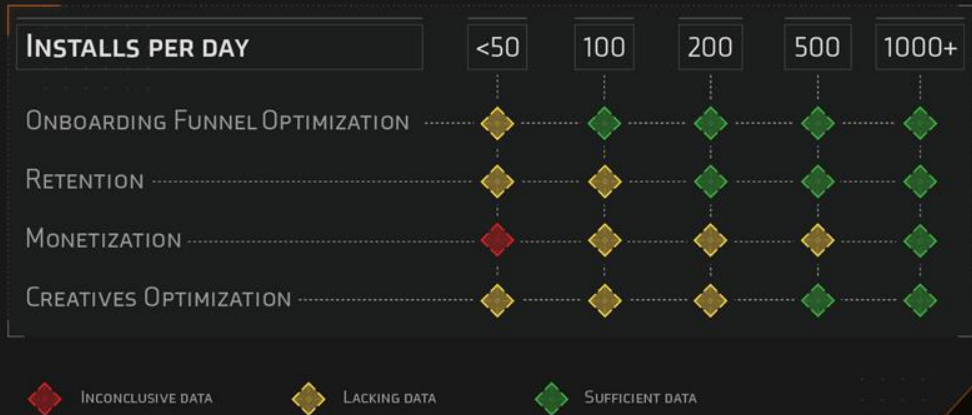SESSION LENGTH / FREQUENCY
FUNNEL (CORE ENGAGEMENT)

RETENTION

DAY 30+ RETENTION
USER STICKINESS (DAU/MAU)
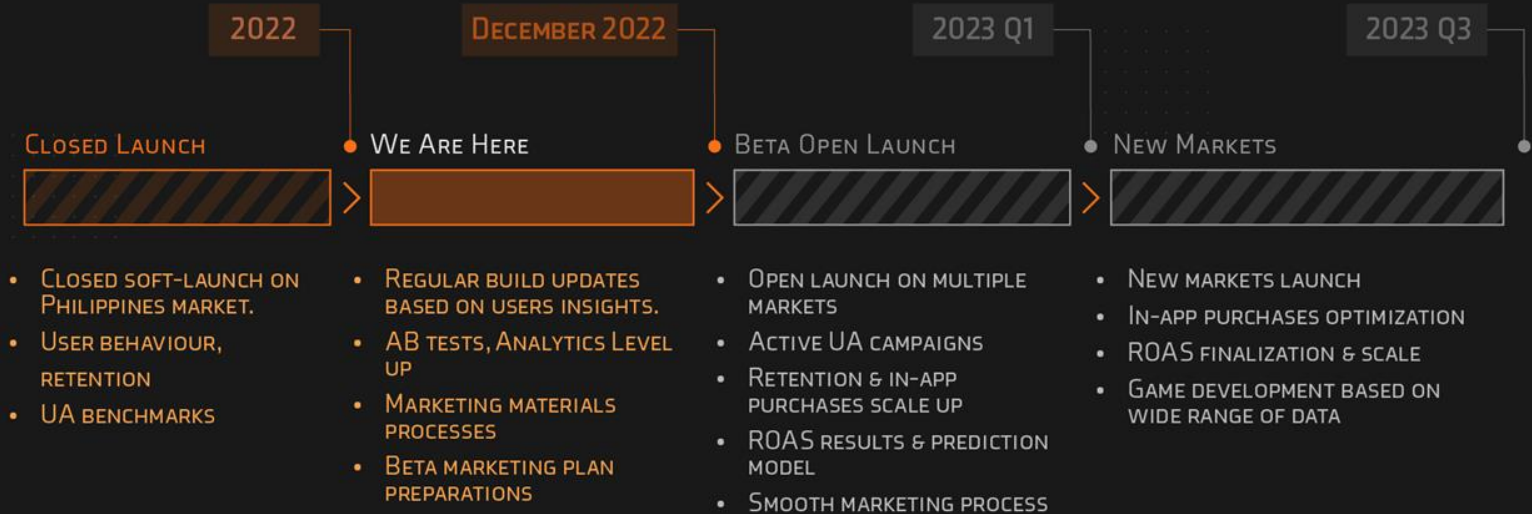FUNNEL (META ENGAGEMENT)

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Data Sample Sizes For Meaningful Results

To get a clear picture of retention or monetization KPI's there needs to be a certain inflow of new players every day.
We consider 1000+ installs per day to be Scaling Up.

Installs per day	<50	100	200	500	1000+
Onboarding Funnel Optimization	🟡	🟢	🟢	🟢	🟢
Retention	🟡	🟡	🟢	🟢	🟢
Monetization	🔴	🟡	🟡	🟡	🟢
Creatives Optimization	🟡	🟡	🟡	🟢	🟢

🔴 Inconclusive data   🟡 Lacking data   🟢 Sufficient data

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Game Promotion Roadmap

2022

December 2022

2023 Q1

2023 Q3

Closed Launch

We Are Here

Beta Open Launch

New Markets

- Closed soft-launch on Philippines market.
- User behaviour, retention
- UA benchmarks

- Regular build updates based on users insights.
- AB tests, Analytics Level up
- Marketing materials processes
- Beta marketing plan preparations

- Open launch on multiple markets
- Active UA campaigns
- Retention & in-app purchases scale up
- ROAS results & prediction model
- Smooth marketing process

- New markets launch
- In-app purchases optimization
- ROAS finalization & scale
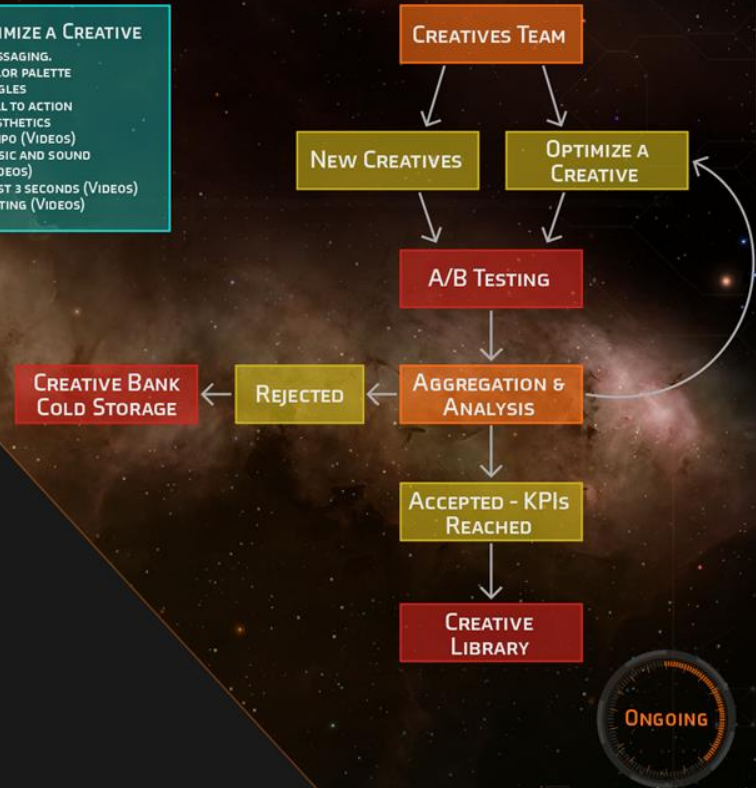- Game development based on wide range of data

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Maintaining Creatives

- The procedure is to CREATE and IDENTIFY high performing advertisement material. Aggregation and analysis will DECIDE if we forward specific CREATIVES or approaches.

- Building and maintaining a CREATIVE LIBRARY is an ONGOING PROCESS and we will be tapping into our development team on a regular basis for NEW IDEAS and inspirations instead of just counting on ONE PERSON.

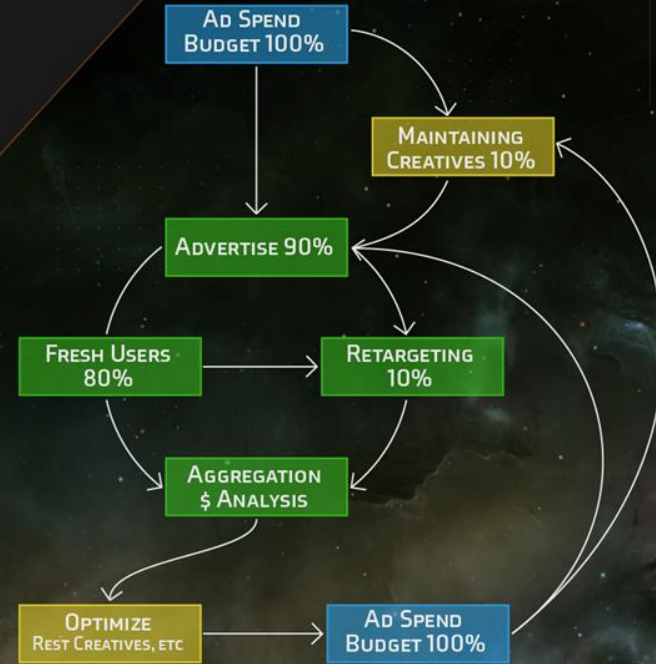- It is EXTREMELY important to have an EXPLORATORY MINDSET and always trying out new things.

Optimize a Creative
- Messaging.
- Color palette
- Angles
- Call to action
- Aesthetics
- Tempo (Videos)
- Music and sound (Videos)
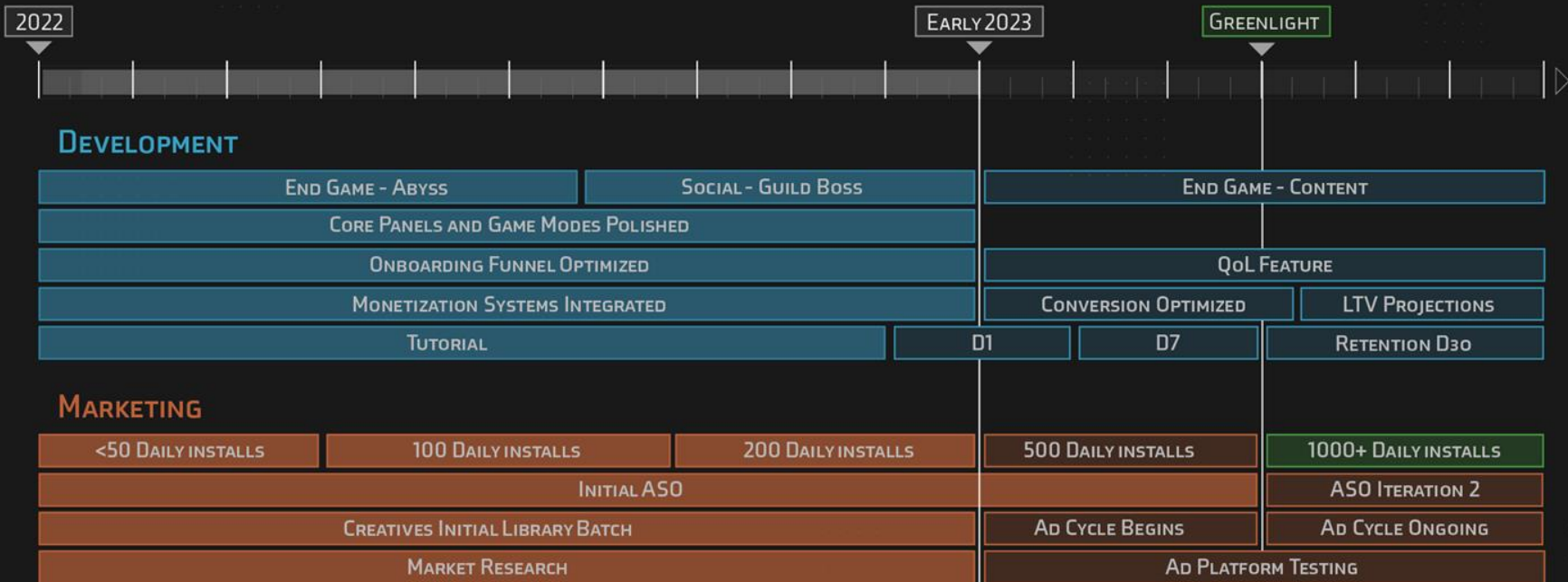- First 3 seconds (Videos)
- Editing (Videos)

Creatives Team

New Creatives → Optimize a Creative

A/B Testing

Creative Bank Cold Storage ← Rejected ← Aggregation & Analysis

Accepted - KPIs Reached

Creative Library

Ongoing

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Ad Cycle

- At FULL RELEASE OUR ADVERTISEMENT CYCLE WILL BE SYNCHRONIZING BUDGETING FROM PLAYER LTV PROJECTIONS, CREATING AND TESTING NEW CREATIVES, FINDING NEW USERS AND RETARGETING OUR WHOLE PIPELINE.

- We WILL BE OPTIMIZING OUR NEW CREATIVES IN THE MAINTAINING CREATIVES CATEGORY AND THEN THE OPTIMIZE CATEGORY IS FOR KEEPING OLDER CREATIVES IN CHECK THAT HAVE BEEN SCALED UP, WHEN TO REST THEM OR DISCARD THEM.

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Marketing & Development Coming Together

2022 | **Early 2023** | **Greenlight**

Development

End Game - Abyss	Social - Guild Boss	End Game - Content

Core Panels and Game Modes Polished		

Onboarding Funnel Optimized	QoL Feature

Monetization Systems Integrated	Conversion Optimized	LTV Projections

Tutorial	D1	D7	Retention D30

Marketing

<50 Daily installs	100 Daily installs	200 Daily installs	500 Daily installs	1000+ Daily installs

Initial ASO	ASO Iteration 2

Creatives Initial Library Batch	Ad Cycle Begins	Ad Cycle Ongoing

Market Research	Ad Platform Testing

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- FRONTIERS WILL SOFT LAUNCH IN ITS TARGET MARKETS EARLY 2023.

- WE WILL LIMIT OUR ADVERTISING DURING OUR SOFT LAUNCH.

- MARKETING NEEDS DATA TO OPTIMIZE ITS CREATIVES AND PLACEMENT.

- ONCE WE CAN SEE THAT THE FINANCIAL MODEL CAN TURN A PROFIT WE WILL STEADILY INCREASE OUR ADVERTISING SPEND.

- WE BELIEVE A PC VERSION OF FRONTIERS WILL STRENGTHEN THE INVESTMENT AND SUCCESS OF THE MOBILE GAME.

- ONCE WE HAVE MASTERED OUR TARGET MARKETS, WE WILL EXPAND TO OTHER MARKETS.

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