LAST RESORT

WELCOME HOME

(APRIL 2023)

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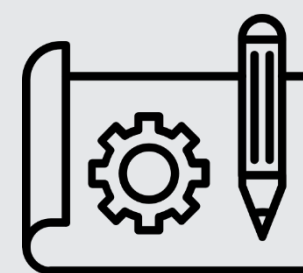
EXECUTIVE SUMMARY

New web3 game studio - seed round

Veteran founding team

10 years of experience in freemium **video game development**

10 years in finance technology and **blockchain applications**

First game: Last Resort

Last Resort is a cross-platform and multiplayer **survival MMO**

Combining free-to-play with play & earn. **MVP available**

Status & next steps

Pre-seed round complete with smart-money BAs + first grants secured

Preparing a **2M€ seed round** (equity + token warrant)

CREATED BY

Top talent in gaming & crypto

Matthieu BROSSARD

CEO

10 years of video game development experience, managing teams, projects and products.

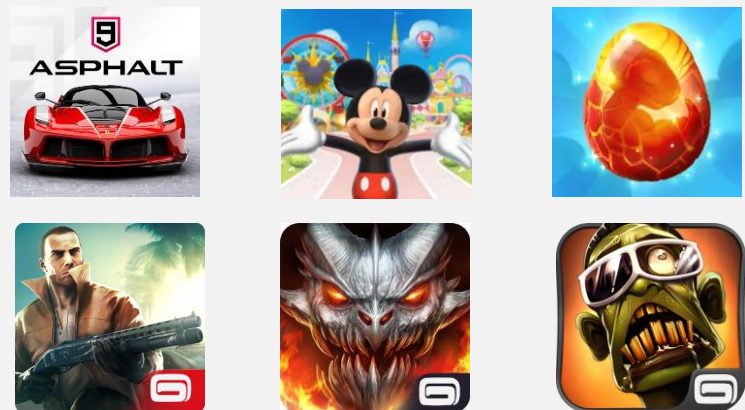matt@blueskyinteractive.co

Max DIEBOLD

CTO

Software architect, AI & blockchain engineer with 15 years of experience in high availability and distributed computing environments.

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GAMELOFT

ASPHALT

Institut Mines-Télécom

SOCIETE GENERALE
Corporate & Investment Banking

CRÉDIT AGRICOLE
CORPORATE & INVESTMENT BANK

CAST
Software Intelligence for Digital Leaders

AXA
Climate

EPITA
ÉCOLE D'INGÉNIEURS EN INFORMATIQUE

Sports team – National champions 3 years in a row

OUR GAME : LAST RESORT

Built for maximum reach and social factor

SURVIVAL GAME

An evergreen game genre:

200 M$ 900 M$

60 %

40 %

20 M units   25 M units

MULTIPLAYER

All gameplays in and out of the central city are multiplayer and cooperative. Playing together is the key to clearing hard zones.

CROSS-PLATFORM

Each gameplay is adaptable to touch screen, gamepads or keyboards. Play with your friends even if they use a different device type. It can be as simple as connecting to a website (WebGL).

FREE-TO-PLAY

We remove the barrier to entry by proposing the game for free and offering premium content, via both IAP (VIP system + season pass) and NFT ownership (participate in the metagame).

Evergreen game genre

SURVIVAL GAME

MULTIPLAYER

Play with others

LAST RESORT

FREE-TO-PLAY

Maximum audience

Anywhere with everyone

CROSS-PLATFORM

LAST RESORT

Various gameplays based on hit titles

Persistent city

The persistent city, common to all players, is the key proposition of the game:

- It is a **social hub** where players interact and start adventures together

- It acts as the metagame and is central to the **web3 offer** (own shops, houses, etc.)

- It is the perfect outlet for **vanity display** of gear and progress.

From here you can **choose your experience** from a set of curated gameplays, based on hit games. They all let you leverage your gear and progression. **Playing together** is the key to success.
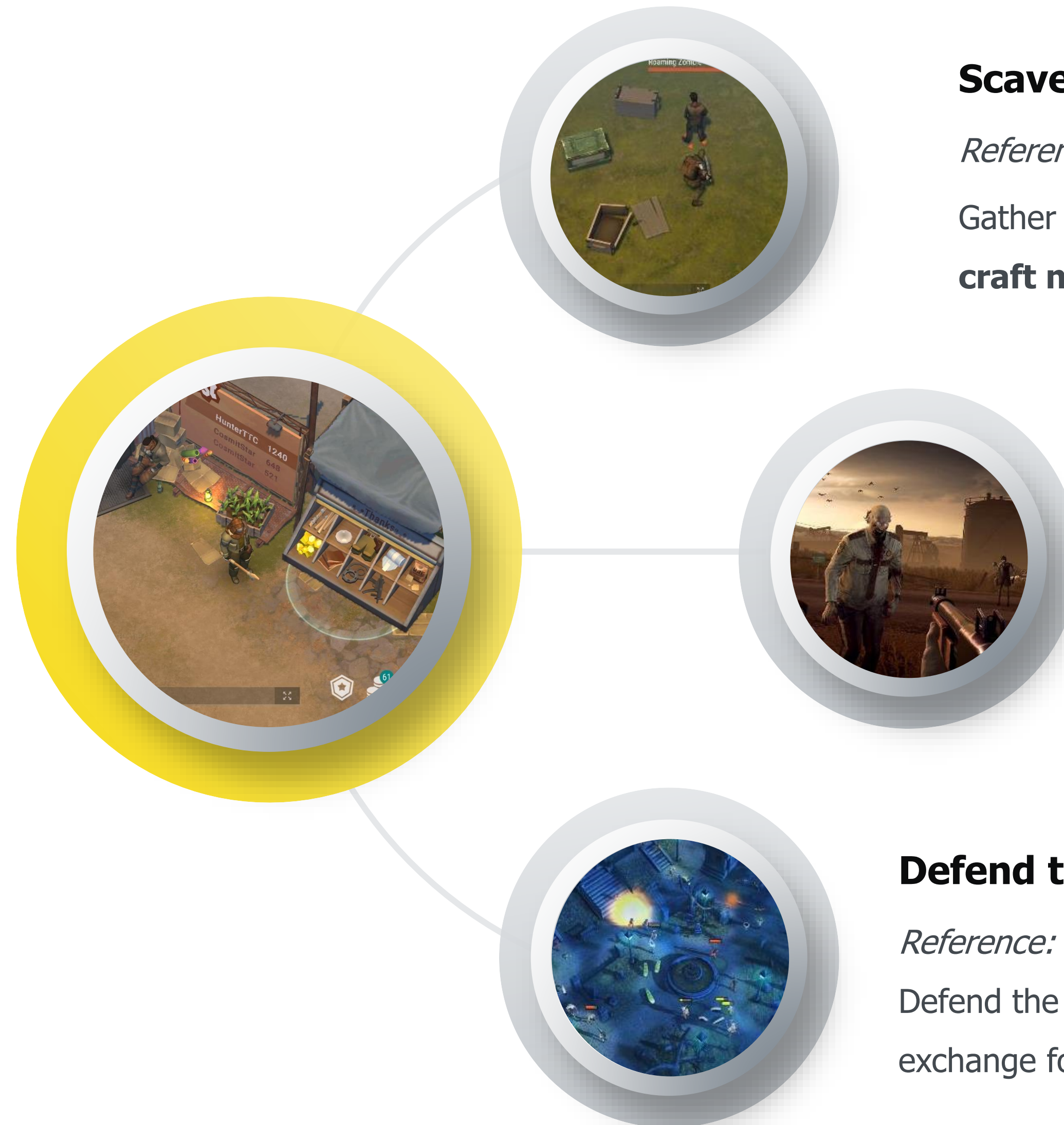
Scavenging

Reference: Last Day on Earth

Gather items and ressources to **craft new gear** and progress.

Clear surroundings

Reference: Into the Dead 2

Take the fight to the zombies and clear new areas for the city to grow.

Defend the city

Reference: Last Hope Tower Defense

Defend the city from constant attacks in exchange for **rewards**.

GAME BUSINESS MODEL

2 audiences = 2 monetization models

Freemium offers

Transactions

- Pay in **FIAT** – directly from platforms
- **No wallets** needed

Regular offers

- Season pass – Increases content rewards as your progress
- VIP system – Unlocks gameplay perks
- Direct sales – Offers seasonal content & personalization

Progress & customize

- Increase of power
- Faster progression
- Personalize your experience

NFT ownership

Transactions

- Pay in **crypto** – minting or secondary market
- **Own limited edition** game assets

Exclusive offers

- Military surplus gear – Access to **crypto reward** bounties
- Lands – Extra storage and vehicle crafting
- Business licenses – Charge crypto for your service

Master & compete

- Play in the most challenging areas
- Compete for crypto rewards in exclusive events
- Own and operate in-game shops

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PROJECTING REVENUE
Revenue structure projections

Parameters

VIP Level Parameters	Price	PUR
VIP 1	10 €	4%
VIP 2	10 €	3%
VIP 3	10 €	2%
VIP 4	10 €	1%

Season Pass Parameters	Value
Season Pass Price	10 €
Season PASS PUR	2%
Quarter to Quarter renewal	80%

Crypto sales Parameters	Value
NFT Average Purchase	50 €
PUR	4%

WW player distribution	Country Tier 1	Country Tier 2	Country Tier 3
% of downloads	20%	20%	60%
Revenue Ratio VS Tier 1	100%	50%	20%

Organic Download Parameters	Value
Peak daily downloads	150 000
Normal distribution - Mean	30
Normal distribution - Deviation	20
Stabilisation	30 000
Steady monthly decrease	5%

	D1	D3	D7	D14	D30	D90	D180	D360
Retention	45%	26%	18%	12%	7%	2%	1%	1%

Details

☐ Organic ☐ Paid Acquisition
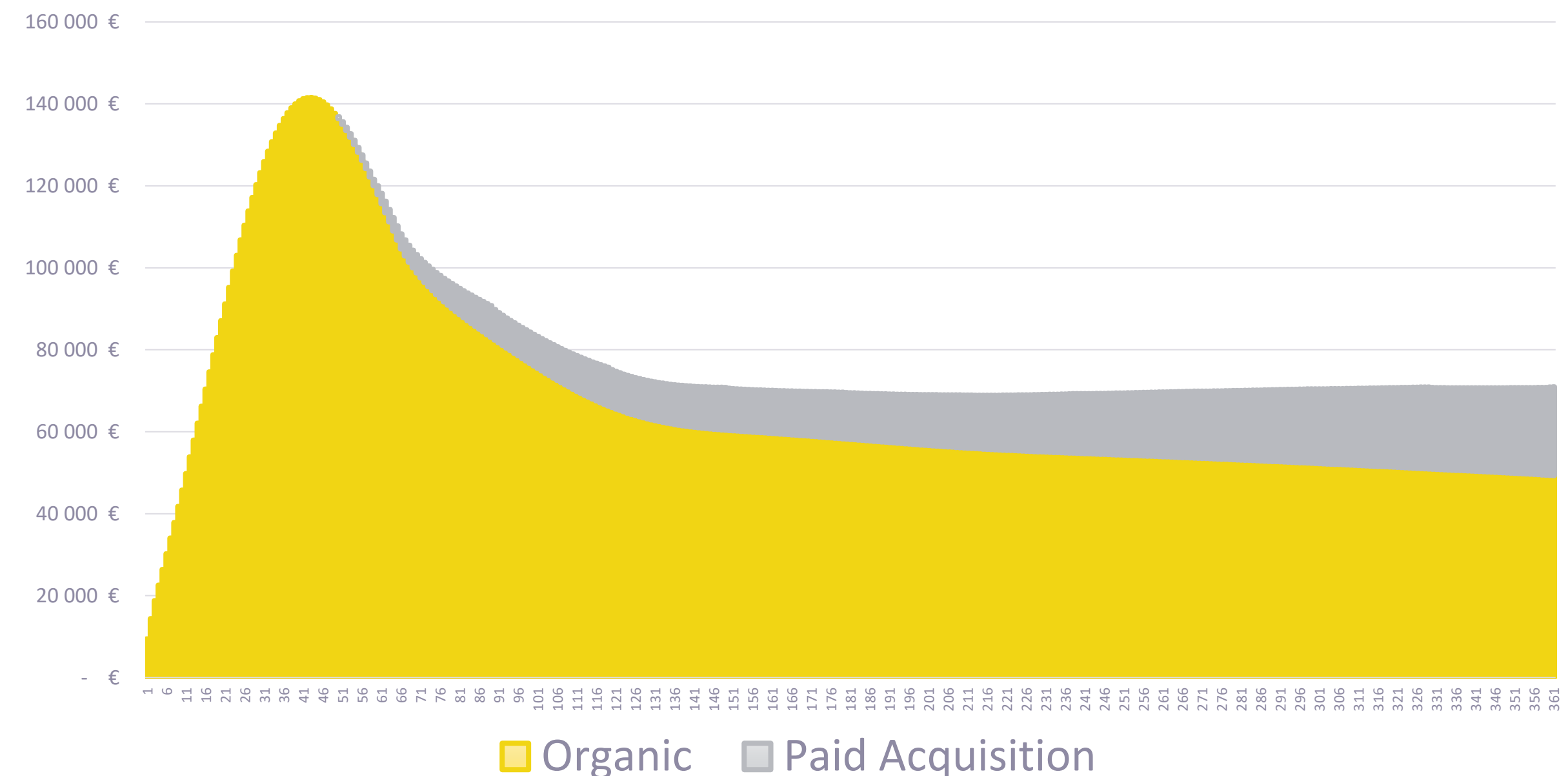
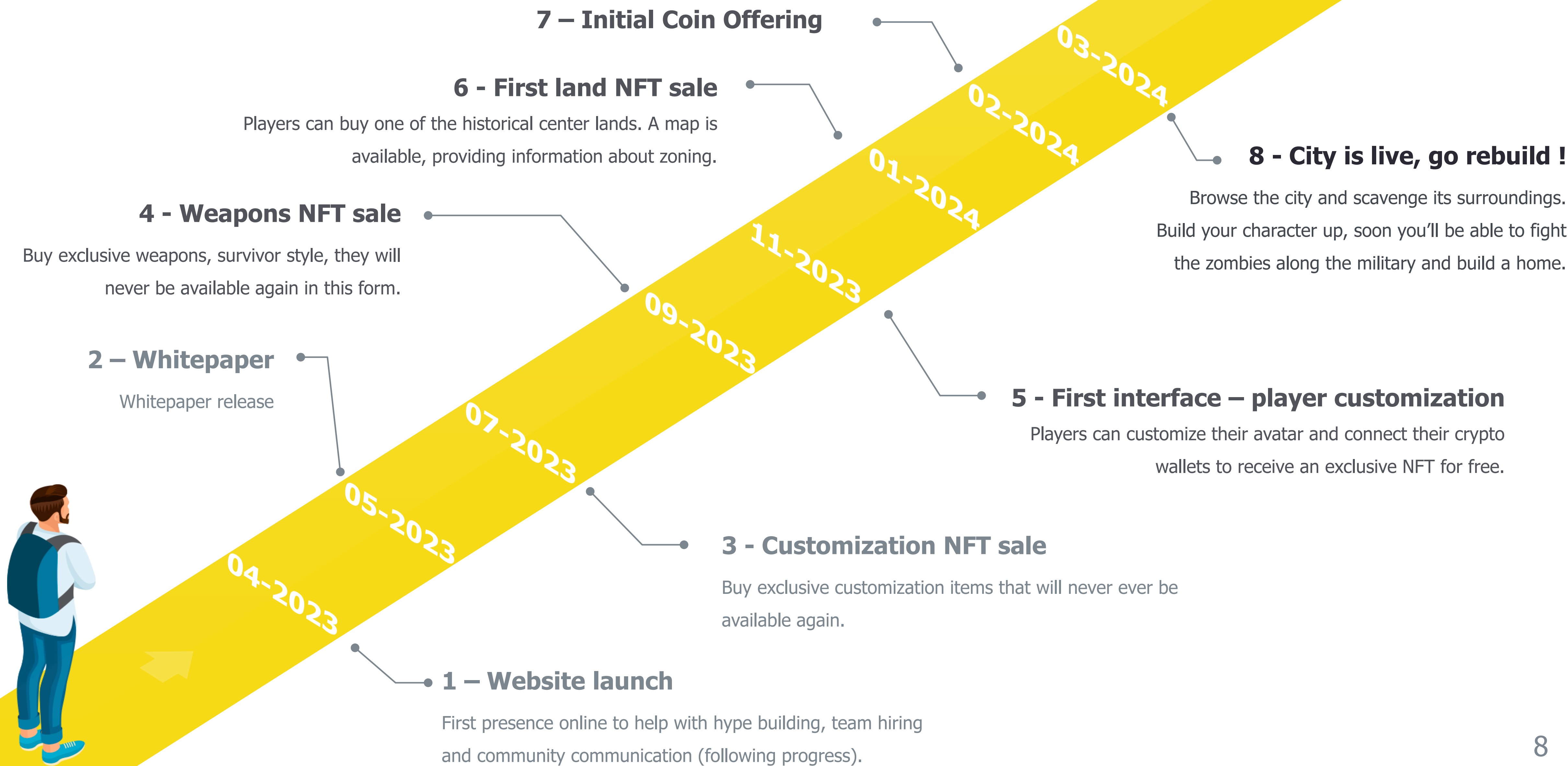## ℹ Results

- First game grosses 25M€ in Y2

- We use the funds to create a second game and get another success

- Goal is to target an **exit within 4 to 6 years** when generating 50M€/year

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PROJECT TIMELINE

7 – Initial Coin Offering

6 - First land NFT sale

Players can buy one of the historical center lands. A map is available, providing information about zoning.

4 - Weapons NFT sale

Buy exclusive weapons, survivor style, they will never be available again in this form.

2 – Whitepaper

Whitepaper release

8 - City is live, go rebuild !

Browse the city and scavenge its surroundings. Build your character up, soon you'll be able to fight the zombies along the military and build a home.

5 - First interface – player customization

Players can customize their avatar and connect their crypto wallets to receive an exclusive NFT for free.

3 - Customization NFT sale

Buy exclusive customization items that will never ever be available again.

1 – Website launch

First presence online to help with hype building, team hiring and community communication (following progress).

03-2024
02-2024
01-2024
11-2023
09-2023
07-2023
05-2023
04-2023

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CAPITALIZATION TABLE
## Welcoming VC funds

Step-by-step cap table construction:

In September 2022, we **raised 90k€** from 7 smart-money investors representing:

. Video game makers

. French entrepreneurs

. Gaming M&A experts

We also received the **French tech grant for 30K€**. It allowed us to complete the prototype, website and assets.

To fund the first version of the game, we are now looking to **raise 2M€ in a seed round** composed of equity and a token warrant**.**

Cap table

1

2

3
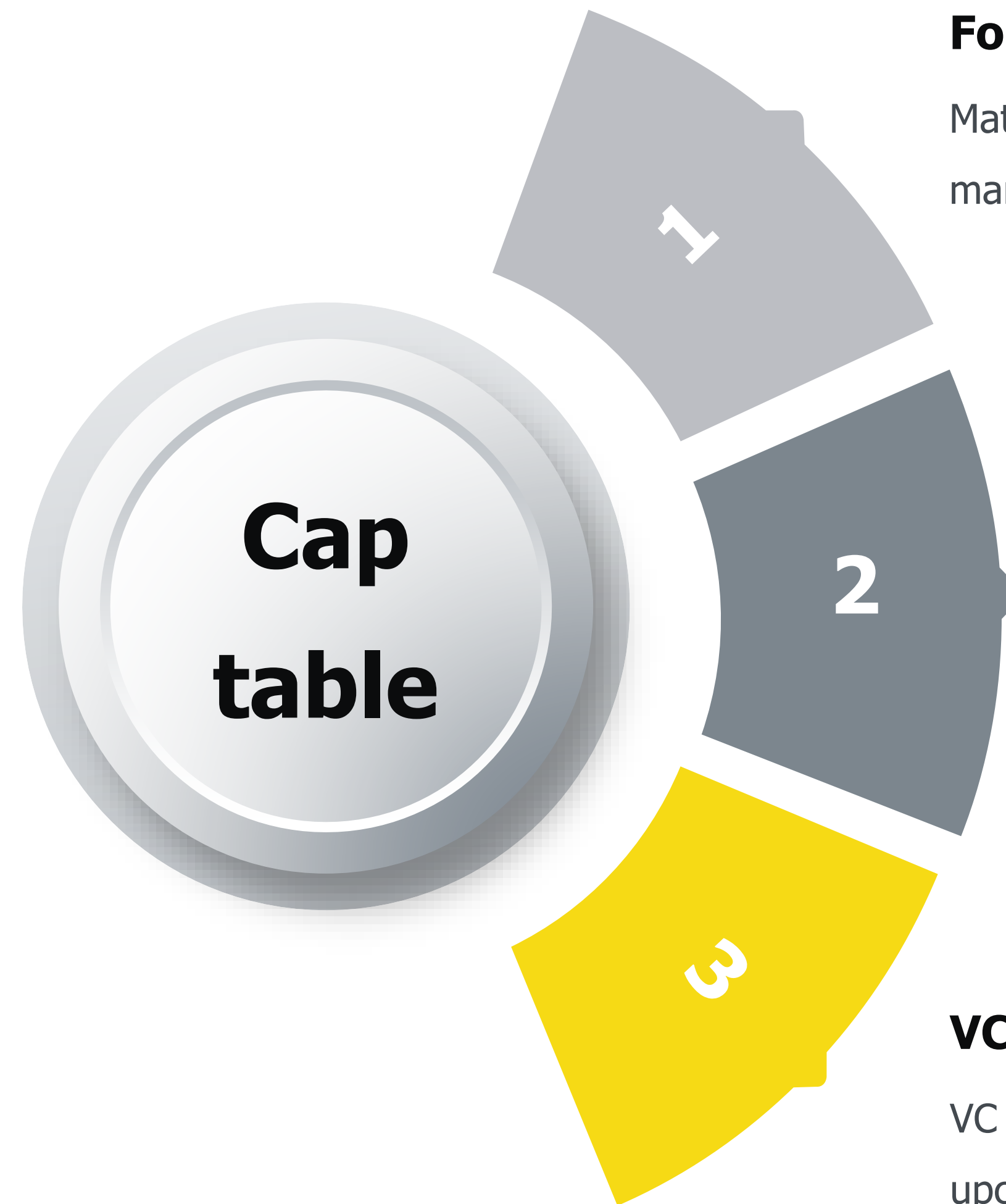
Founders

Matthieu & Max, founders and managers (July 2022)

Business angels

A select group of smart-money investors from the gaming industry (September 2022)

EVERCORE

Alexandre Chenesseau
Managing Director @ Evercore

François Carlot
Managing Partner @ Rothschild & Co

VC investors

VC investors taking part in our upcoming seed round (Q1 2023)
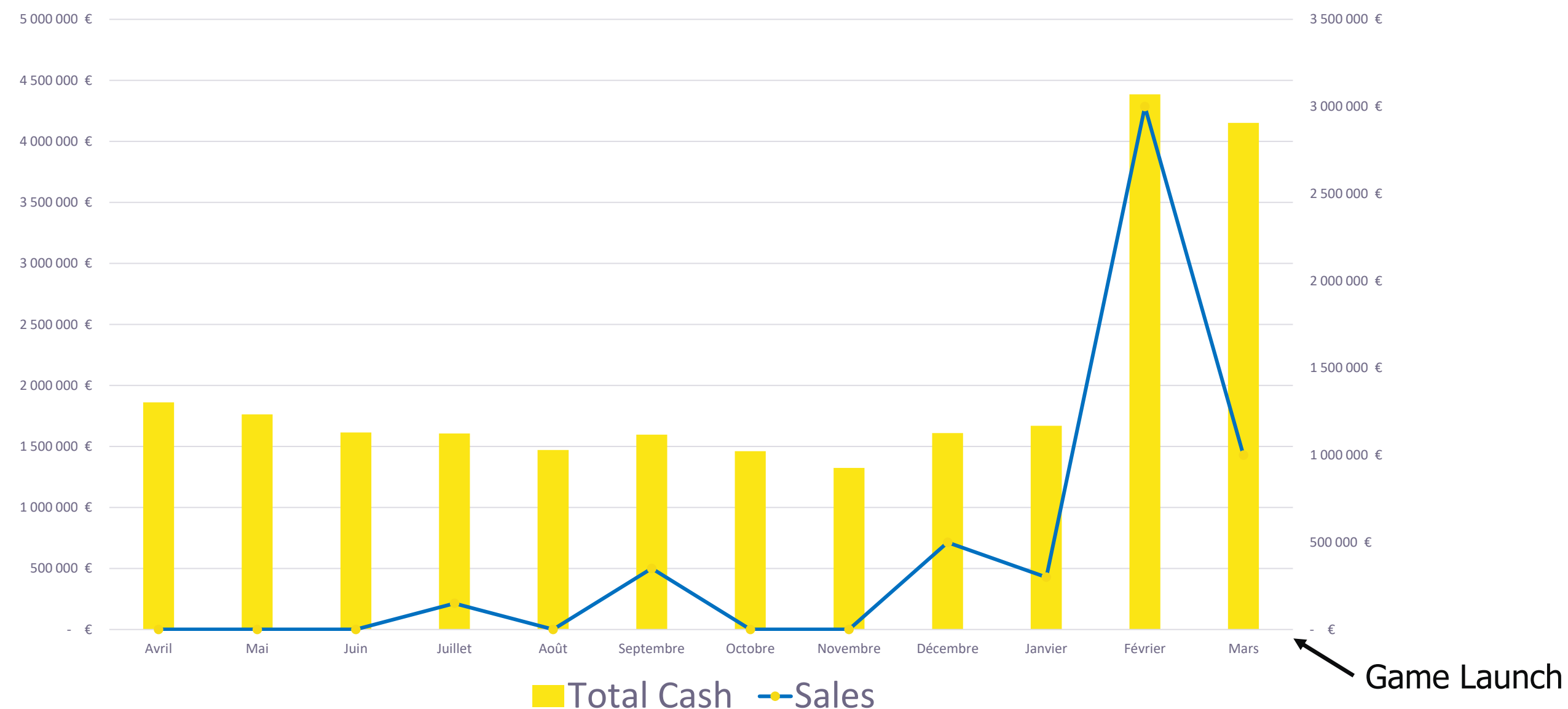
BOARD OF ADVISORS

Specialists in all key aspects of the business

ADVISORS

WEB2 GAMING	TOKENOMICS	TECH	FINANCE	LEGAL	MARKETING	HUMAN RESSOURCES
Vincent BOITEAU Chief Product Officer	**Adrien HUBERT** CEO & Co-founder	**Amaury DARSCH** Senior Software Engineer	**Julie DENIS** Chief Financial Officer	**Hortense PAJOT** Chief Legal Officer	**Paulo Esteves** Chief Marketing Officer	**Denis CRASSARD** Head of Talent Management
GAMELOFT	smart-chain INNOVATION & PERFORMANCE	QUANTIC DREAM	LeHibou	FOCUS ENTERTAINMENT	GAMELOFT	AXA Investment Managers

USE OF FUNDS

Building a team and launching the game

Cash and Sales

Legend: Total Cash, Sales

Game Launch

X-axis: Avril, Mai, Juin, Juillet, Août, Septembre, Octobre, Novembre, Décembre, Janvier, Février, Mars

Projected split of costs

■ Marketing   ■ External Suppliers   ■ Salaries

- 15%
- 25%
- 60%
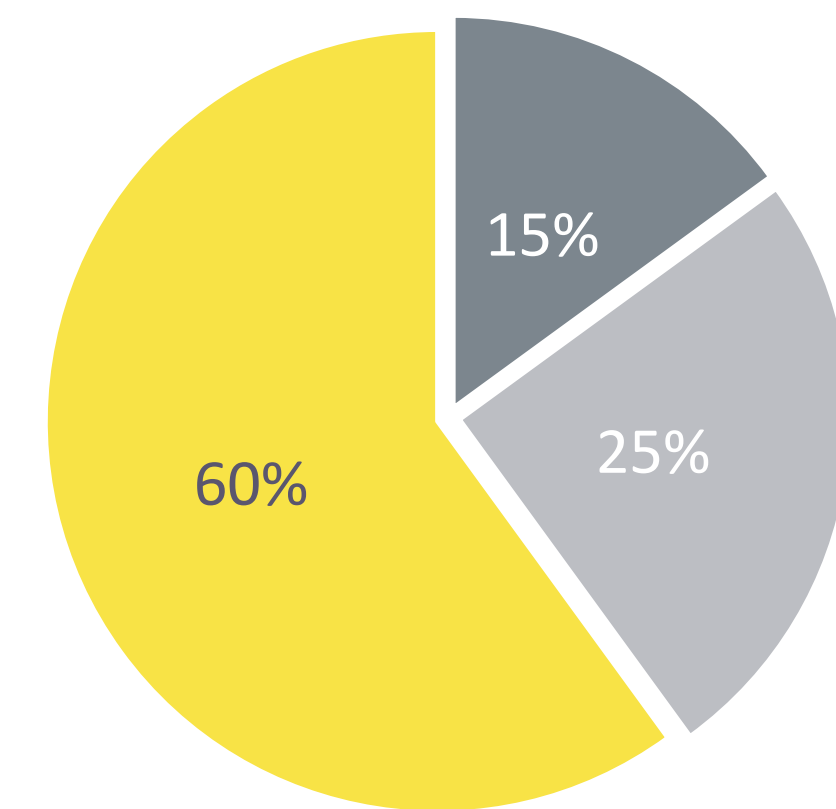
Development:
. 2 Front-end developers
. 2 Back-end developers
. 1 Lead Game developer
. 7 Game developers

Game Design:
. 1 Game Economic Designer
. 2 Game Designers

Art :
. 1 Art Director
. 1 Concept Artist
. 3 3D Artists & Animator

Other:
. 1 Marketing Lead
. 1 Game Community Manager
. 2 Marketing Managers
. 1 CFO

External Suppliers :
. Game website (AltoMobile)
. Server infrastructure (OVH)
. Lawyer (Hashtag)
. Accounting (Valoxy)
. Headhunter
. Public grants (ABGI)

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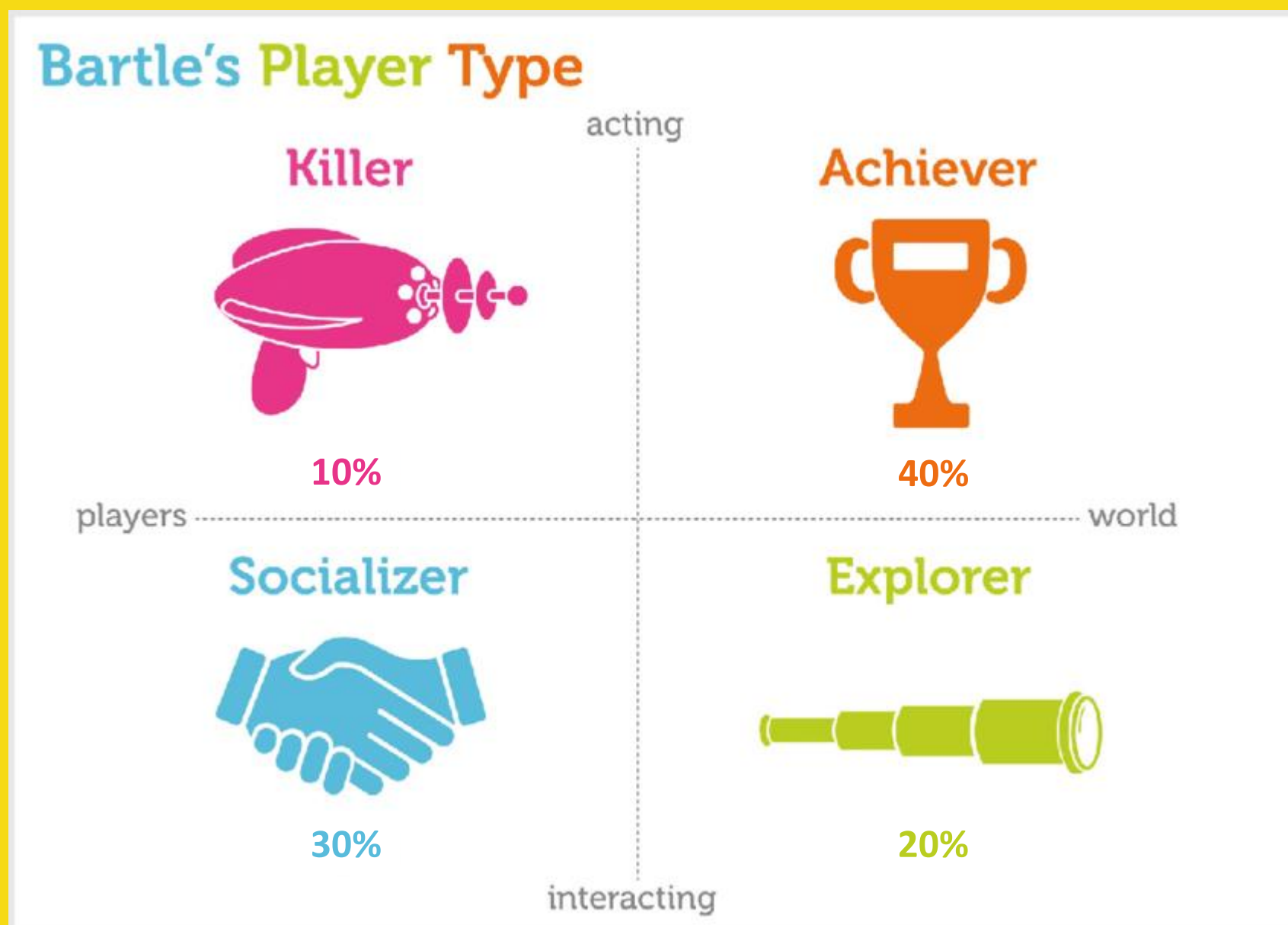# THANK YOU !

LET'S BUILD THE NEXT **BIG HIT** TOGETHER !

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FREQUENTLY ASKED QUESTIONS

# WHAT ARE THE PLAYERS' MOTIVATIONS? WHY DO THEY CONTINUE PLAYING?

Bartle's Player Type

Killer — acting — Achiever
10% — 40%

players — world

Socializer — Explorer
30% — 20%

interacting

BARTLE TAXONOMY OF PLAYERS

Last Resort provides mechanics aimed at each of the player types:

. <u>Killers:</u> Peer to peer competition -> Leaderboards

. <u>Achievers:</u> Obtaining status, achieving set goals -> Building & Level up

. <u>Socializers:</u> Build communities / make friends -> Group raids, city life & guild

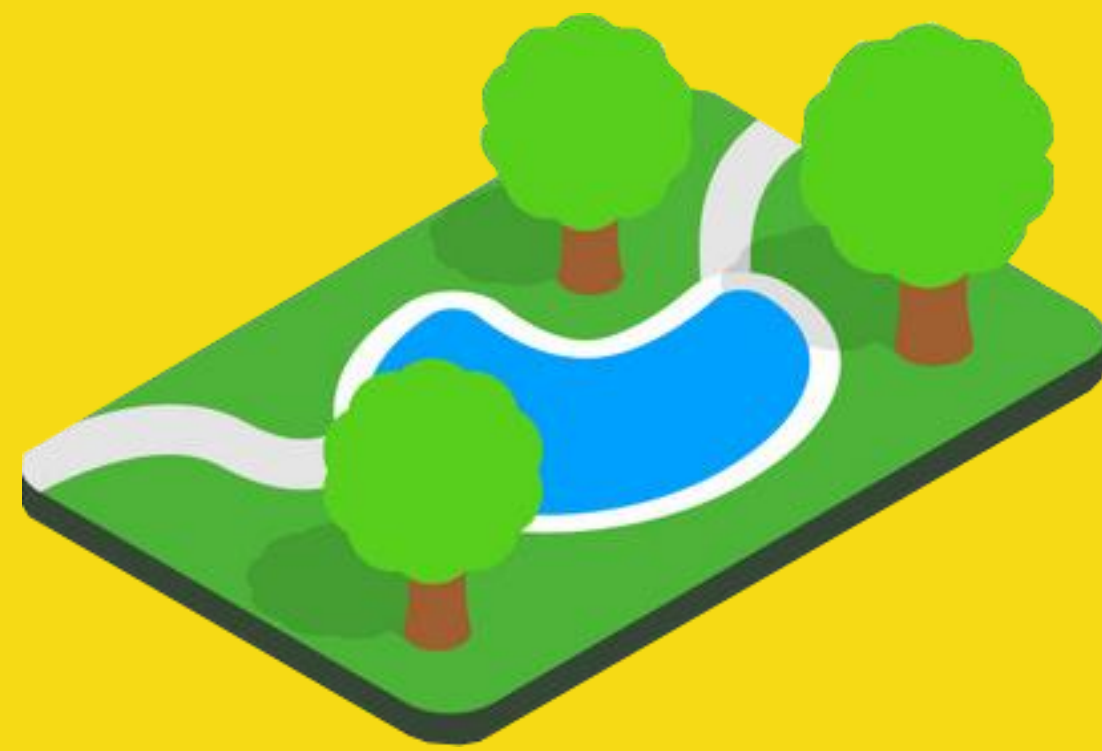. <u>Explorers:</u> Discover / Experiment -> Crafting, Scavenging, Missions

All of them can be motivated by a loop including monetary gains

WHAT ARE THE PLAYERS' MOTIVATIONS IN ENGAGING IN P&E MECHANICS ?
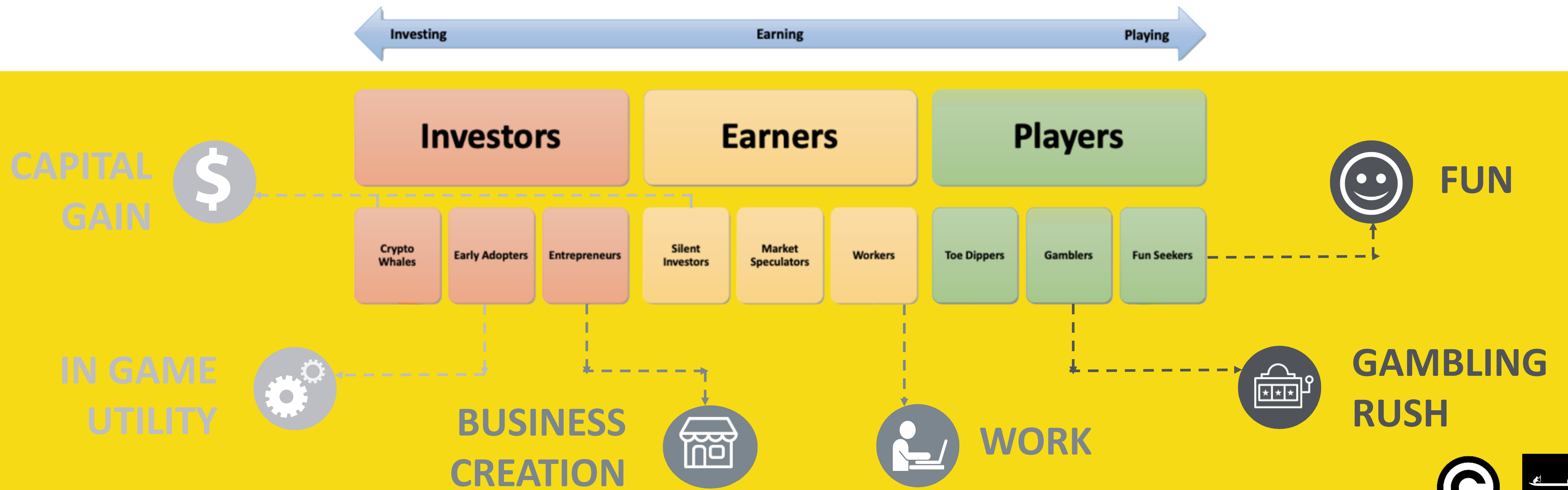
HOW DO WE AVOID HAVING LAND OWNERS WHO SIMPLY SPECULATE ON LAND VALUE INSTEAD OF USING IT?

PRICE APPRECIATION

Lands will be sold by blocks and will appreciate in value thanks to the use they are put to. Example: a player buying one land out of a group of 10 and not using it will not see his asset appreciate in value with time as much as the other ones who have used it to create a thriving business asset.

This land will have lower resale value compared to an asset that was continuously improved, thanks to its previous owner actively using it.

WHAT GOVERNMENT HELP CAN YOU GET, IF ANY?

CIJV & FAJV

The French government has two separate grants specifically tailored at game companies:

. **CIJV** is a tax credit that can cover 30% of the cost of creating a game in France. Eligible spending includes salaries, operating expenditure, rent, etc.

. **FAJV** can fund 50% of the cost of pre-production and production of a video game, up to 150k€ each.

WHAT IS THE WHITEPAPER FOR?

Presenting our value proposition

In the crypto world, the whitepapers allow potential early adopters to evaluate the relevance and value of the project. It includes, but is not limited to, the vision, the team, the gameplay, the systems and the economy, especially tokenomics. In our case, it will aim to convince readers about the project's value proposition, build hype and drive the early NFT sales to future users.

HOW WILL YOU CREATE HYPE AROUND THE PROJECT IN ORDER TO DRIVE NFT SALES?
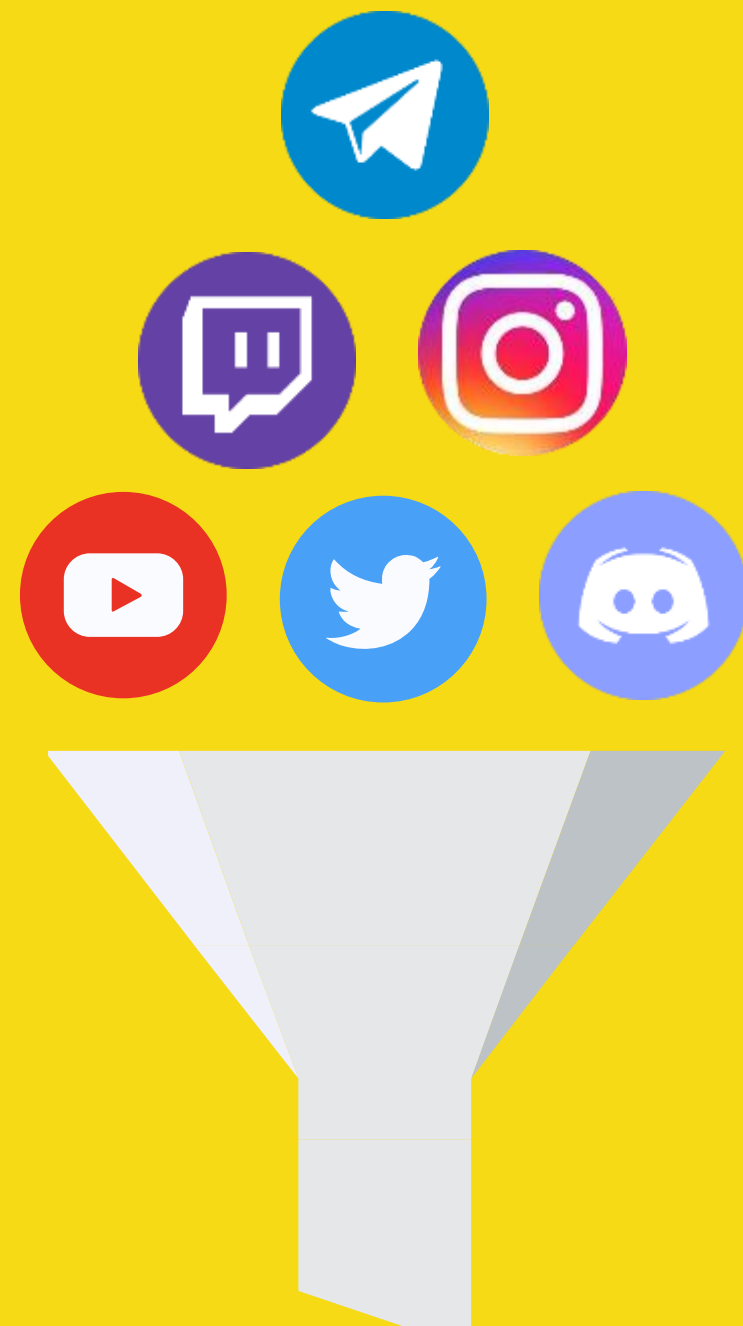
Multi-channel community management

P&E target audience, especially early adopters, create communities on platforms such as Discord, Telegram, Twitch, on top of the traditional ones. We will focus on growth hacking by onboarding influencers early and incentivising them with tokens. We will provide direct contacts through our community manager and share regular news of our progress in a blog.

HOW WILL YOU PREPARE FOR THE BULLISH CASE?

Scalable infrastructure & stress tests

Our technical infrastucture will be cloud-based to offer scalability and we will run stress tests to ensure that we can accommodate more players than we anticipate. On the game side, we will have a city expansion prepared at launch to accommodate for extra players.

TIME TO MARKET IS SHORT, HOW WILL YOU MANAGE IT?

Adapting our strategy to circumstances

There are typically 3 cursors we can move when managing a project :
. <u>Deadlines:</u> this is the one we want to avoid moving, considering the market is going to see a lot of releases in the coming years.
. <u>Staffing:</u> outsourcers will be used where possible and we will run an aggressive recruitment campaigns to grow the team fast (with headhunters).
. <u>Scope:</u> the scope of the first release will be limited, with a basic city, and just one gameplay initially (scavenging). The game-as-a-service approach will let us introduce fresh features and content regularly from there.