

# DARKARTA

*A Broken Heart's Quest*







# 1.39 BILLION FEMALE GAMERS ARE COMPLAINING!!

 Google Play  newzoo  
FEMALE GAMER SURVEY RESULTS



44%

MORE MALE CHARACTERS IN APP  
ICONS



60%  
COMPLAINED

LESS THAN 30% GAMES MADE  
FOR FEMALE!!

## BURNING PROBLEM

**'UNDERSERVED MARKET' OF FEMALE GAMERS!**





#10

Top Gaming startups in India  
APRIL 2024

FOLLOW ON



## India's First AI-based Game Development Company

Google



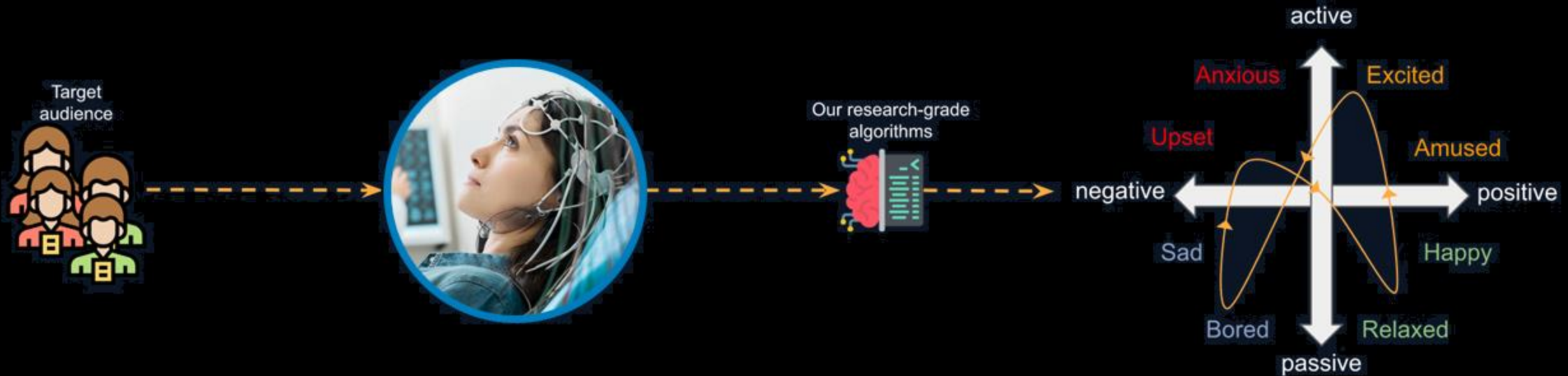
**SOLUTION** : Building world's largest 'female focused' gaming platform with AI



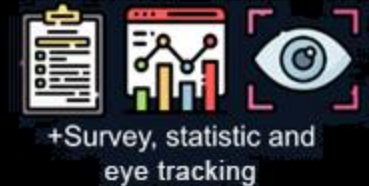
Chasing 'Unicorn' status in the 'female gaming' segment



## How Brainamics AI works?



**BRINGING HUMAN EMOTIONS 'ALIVE'  
THROUGH AI**





# LEADERSHIP TEAM

## Management

## Advisory



**Ajish G Habib**

Mg Director & CEO  
20 years, IIMK  
Creative Director  
Darkarta



**Bijish G Habib**

Director & Sr Game  
Designer  
18 years



**Jeff Haynie**

Art/Animation Director  
30 years, Ex Art Director  
Electronic Arts,  
DreamWorks, Bigfish Games  
- Master Artist of 100mn  
downloaded MCF series



**Gordon Tredgold**

Top 5 Leadership Guru



**Swethal Kumar**

Strategic Advisor  
Ex VP, Mubadala &  
Hub71



**Anuj Batra**

Ex-CEO Birla LifeStyle,  
ex B.H. Tata  
International





# DARKARTA

*A Broken Heart's Quest*



INDIGO  
EUROPE

PC Games, Animation,  
Character Design,  
Illustration, Sound  
Design & Music



VALVE  
PUZZLE FEST  
2023



SLEEPER HIT  
BIGFISH  
GAMES  
2019



VALENTINE &  
BUZZED OUT  
GAME  
GAMEHOUSE  
2020



TOP 3  
HIDDEN  
OBJECT  
GAME  
WILDTANGENT  
2021



IGDC  
STUDIO GAME  
OF THE YEAR  
2021



BEST GAMING  
STARTUP, WORLD  
LEADERSHIP  
SUMMIT  
2021



GAME  
CONNECTION  
AMERICA

Winner

Best Quality of Art, Popular Choice Runners  
Up

Nominee

Best Casual Game, Most Creative & Original,  
Best Desktop & Downloadable



EPIC  
MEGA GRANT 2022  
FOR SEQUEL



CASUAL  
CONNECT  
ASIA

Best in Showcase  
Audience Choice  
runners up



GOOGLE  
PLAYPASS





Our "Maiden game" becomes audience favorite!

## The Game

'Darkarta' is the frantic quest of a mother in search of her kidnapped daughter along the enchanted valleys of forgotten Indus civilization.



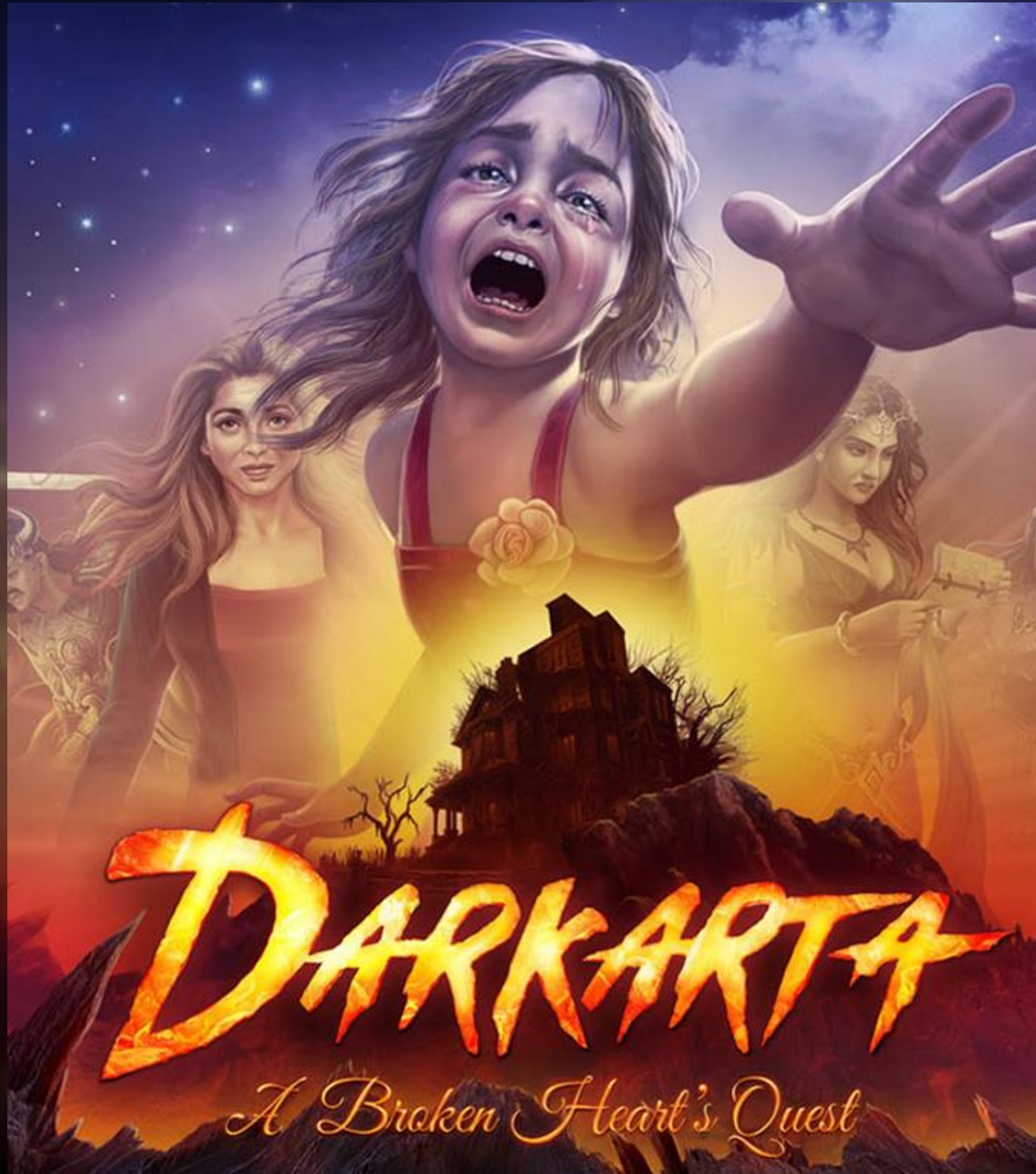
Emotionally engaging  
Empathy driven



Unexplored (Civilizations & Mythology)



Casual, Adventure, Puzzle



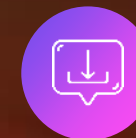
## Traction



Gross Revenue: \$400,000  
Net Revenue: \$178,000  
(No paid marketing)



Paid Customers:  
~40,000



Selected to  
Google's PlayPass



(In elite 1000/of ~470000 games)



# 'DARKARTA: A BROKEN HEART'S QUEST' STATUS /POTENTIAL

- \* Launched in PC/Mac/Playstore/8 languages. Gross revenue ~\$400,000, Selected to Google PlayPass
- \* Google Accelerator Global Manager 'Marcus Foon' shared 'Playpass' selection is a [million-dollar stuff!](#)
- \* Upcoming launches: Appstore/PlayPass/ Switch/PlayStation/Xbox/3 Asian languages /10+ languages
- \* Potential selection to PlayPass similar libraries like AppleArcade, PC Gaming Pass..



Google Play Pass



**STATUS: AGREEMENT SIGNED**

IP Revenue Potential

- Expecting ~\$0.5 Mn recurring annual revenue from 2024.
- Over \$2.3 Mn by 2028 / Decades IP shell life with Playpass launch!





# 1.39 bn female gamers in \$187 bn gaming market

(Source:  
Newzoo/Forbes)

**48%**

mobile gamers are female

**43%**

female gamers play daily

**36%**

more female spend on games (than male)

**69%**

female gamers are in 18-54 age range

## CUSTOMERS' PAIN : MISSING 'FEMALE FOCUSED' GAMES

*No studio specializes on what 'she loves the most'!*

## SOLUTION : MAGIC FORMULA



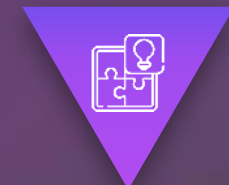
Emotionally engaging,  
Empathy driven,  
& Exploratory



Fresh  
Fantasy  
fiction themed



Story driven



Puzzle  
adventure

Case Study: 'Darkarta' was rank 1 in PC & Mac market





# War plan: Building world's largest female focused gaming platform



- Vision: Be the interactive story driven games market **'unicorn leader'** by **2029**



- Mission: Top-charted games targeting each **family** segment



- Values: Build awesome fun games, for our better tomorrows!





# COMPETITORS LANDSCAPE

## DIRECT COMPETITORS

Market leader/Publisher/Developers of "June's Journey" series



Publisher/Developers of "Seeker's Notes", "Secret Society" series



Market aggregator/Publisher (10 Hidden Object Games)  
Top 2 games made \$100 Mn & \$150 Mn respectively



Emotion /  
Mystery



Developers of Journey, Flower, Sky: Children of the light



Publishers of 'Life is Strange'



Developers of Kim Kardashian: Hollywood, Covet Fashion, and Design Home

Male  
dominated

Female

## INDIRECT COMPETITORS

Publisher/Developers of "Criminal Case" series



Publisher/Developers of "Murder in the Alps"



Developers of Merge, Farmville series



Developers of 'What remains of Edith Finch'



Developers of Kena

Aggressive/  
Criminal



# MOAT : Key Differentiators



## SEAMLESS COLLABORATIONS

Platforms: Google, Sony  
Game Engines: Unity, Unreal

## IMMERSIVE WORLDS

We got awards in all game verticals, excel in creating immersive fun worlds!

## GAMERS' COMMUNITY

Beta testing with world's largest female gamer community – ensures 90% rating



## IMMERSIVE TECH + AI + DEEP TECH

Using head sensors to capture precisely customer in-game emotions and finetuning game /immersion design

## FEMALE-CENTRICITY

Decode female gamer needs - create emotionally engaging empathy driven games with unexplored fantasy myths



## TEAM PAR EXCELLENCE

100+ years expertise - Our crew have zealously worked with Electronic Arts, Bigfish Games, Zynga, DreamWorks in many record-breaking titles

## IN-DEPTH AUDIENCE PULSE ANALYSIS

Identify market trends / create games which solves market gaps



## OPERATIONAL EFFICIENCY

1/5th operational cost of our US/ Europe competitors.





# GTM: Marketing Strategy



*Marketing : Social Media influencers  
39% women rely on friends and family while  
looking for a new game*

Feature in Google Playstore, Apple Appstore,  
Steam stores

Social Media Influencers like PocketGamer,  
MatchMade, IndieBoost

Cross-pollinate from adjacent segments  
within Casual Puzzle genre


Game review portals/bloggers/ influencers,  
mass marketing tools



# Standard Revenue Models


## 1. Premium Elite Subscription (\$5 - \$40)

## 2. Free2Play Micro Transaction Monetization (~\$1 - ~\$100) User Categories by Revenue




**Whales**

- 2-5% of Payers
- ARPPU upto \$100
- Revenue 87%
- Strategy : Give special access and privileges



**Dolphins**

- 10-20% of Payers
- ARPPU upto \$20
- Revenue 12%
- Strategy : Reward them to retain loyalty





**Minnows**

- 70% of Payers
- ARPPU around \$1
- Revenue 1%
- Strategy : Get them to extend game's fan base

## Google Playstore vs Apple's Appstore



**Google Playstore**  
Majority "Minnows"



**Apple's Appstore**  
Majority "Dolphins"



**EPIC**  
**MegaGrants**  
**RECIPIENT**



\$15000 EPIC  
MEGA GRANT

EPIC REFERRED  
US TO PARTNER  
SONY

SONY DIRECTOR  
VISITED OUR  
INFOPARK OFFICE,  
EXPRESSED  
INTEREST TO FUND

IN NOV 23 IGDC  
EPIC SHOWCASED  
OUR GAME 1ST  
AMONG PROMISING  
UPCOMING GAMES

EXPAND NORTH  
STAR DUBAI  
FINALIST

SHE LOVE  
TECH INDIA  
FINALIST





THE STORY OF AN ANGEL  
AND HER EPIC BATTLE FOR HER 'LOVED ONES'  
TALES OF BROKEN HEARTS...AND SHATTERED DREAMS..

# SOPHIA'S ADVENTURES

THE CURSE OF CLEOPATRA





HOW FAR WILL YOU GO FOR YOUR 'LOVED ONES'?



# SOPHIA'S ADVENTURES

THE CURSE OF CLEOPATRA



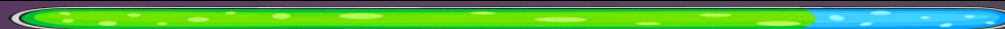


Sony Innovation Fund evaluated our company for investment. Epic further recommended us to their partner Sony for the recently launched India Hero project(IHP). Sony's India Associate Director Sujith Sukumaran visited our Infopark office and shared the IHP presentation/budget templates. (Sony provides development funds of \$1- \$2 million for partner IP studios, as part of the 'India Hero Project')

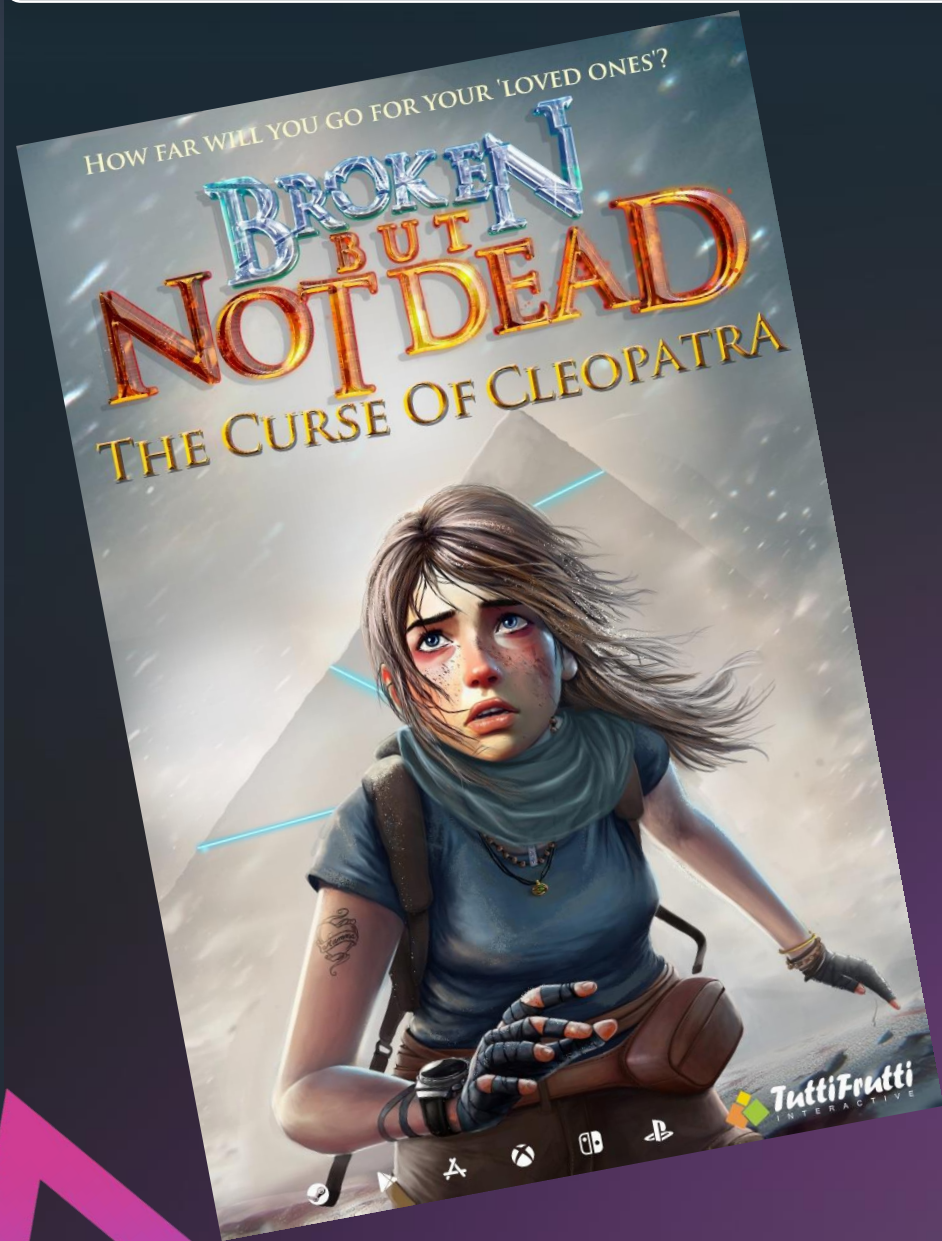


We submitted the presentation/ budget Excel and are now working on Sophia's Adventures game demo for Sony's approval. IHP 2<sup>nd</sup> batch demo deadline July 24

**STATUS: 75%, WORKING ON DEMO FOR SONY'S APPROVAL**







Targets AAA blockbuster games like **Kena: Bridge of Spirits / Life is Strange**. Once Sony approves Sophia's Adventures demo, we will go to full production, Sony will fund the development in milestones.

Once product launches officially with Sony by **Q4 2025 for PlayStation and PlayStation VR2** company valuation will grow from current **\$2.5mn (20.66 Cr/seed stage)** to **\$10mn**(Series A).



A screenshot from the game 'Kena: Bridge of Spirits' showing the main character, Kena, standing in a lush, ancient forest. She is holding a glowing blue staff. The background features stone structures and dense foliage.

**CASE STUDY 1 : 'KENA – THE BRIDGE OF SPIRITS' GAME**

**SONY FUNDED \$1 MN**

- **KENA RECOUPED \$1MN IN IT'S FIRST MONTH SALES!**


**\* PC/CONSOLE REVENUE TILL DATE: ~\$20-\$30 MN**

\* Industry data by Resistance Games



# CASE STUDY 2 : RESISTANCE GAMES

## PREMIUM AAA 'GAME' PC(STEAM) MARKET STATS

Scenarios:	Copies sold	Our income	Probability	(calculated for
			* Industry data by	
Top hit (top 5 game)	2019000	25410603.56	2.50%	€6,35,265.09
Hit (top 15 game)	1319000	16600587.47	7.50%	€12,45,044.06
Top 10%	1233000	15518214.06	10%	€15,51,821.41
Top 15%	658000	8281415.13	15%	€12,42,212.27
Top 20%	314000	3857761.44	30%	€11,57,328.43
Top 25%	210000	2580031.53	15%	€3,87,004.73
Top 30%	162000	1905083.03	10%	€1,90,508.30
Median	41000	750000	7.50%	€56,250.00
Catastrophic	Project cancelled	-750000	2.50%	-€18,750.00
Balanced Estimate (expected value)				<b>€64,46,684.29</b>

**PC(STEAM) BALANCED REVENUE = €6.45 MN = ~\$7.03 MN +**

**CONSOLES (XBOX/PLAYSTATION/SWITCH) BALANCED REVENUE = ~2.5x PC = \$17.58 MN**

**PC+CONSOLES 'BALANCED REVENUE' = \$24.61 Mn**





**SOPHIA'S ADVENTURES**  
TUTTIFRUTTI GAMES PRIVATE LIMITED



# HOW EPIC EMPOWERS THE CREATORS



**SPEAKER**

SHRUTI VERMA

BUSINESS HEAD - UNREAL ENGINE, EPIC GAMES,  
INDIA AND AFRICA

In Nov 2023 IGDC, Epic Games showcased 'Sophia's Adventures' first, among promising next-gen games from India!





**COM TRUIS**

AGE	59
FILMS	47
AWARDS	36
BOX OFFICE	\$10.1B
TOP CROSSING MOVIE	Mission: Impossible Fallout (2016) \$701.1M
NET WORTH	\$600 M

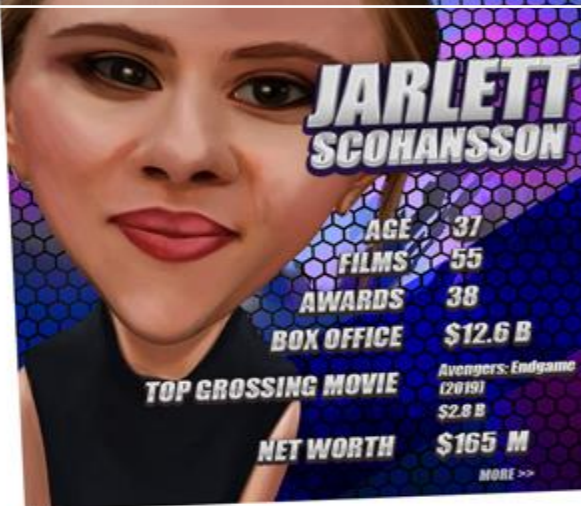
MORE >>



**DONNY JEPP**

AGE	58
FILMS	70
AWARDS	25
BOX OFFICE	\$8.2 B
TOP CROSSING MOVIE	Pirates of Caribbean Dead man's Chest(2006) \$1.06 B
NET WORTH	\$150 M

MORE >>



**JARLETT SCOHANSSON**

AGE	37
FILMS	55
AWARDS	38
BOX OFFICE	\$12.6 B
TOP CROSSING MOVIE	Avengers: Endgame (2019) \$2.8 B
NET WORTH	\$165 M

MORE >>



**PAL PADOT**

AGE	36
FILMS	18
AWARDS	10
BOX OFFICE	\$6.9 B
TOP CROSSING MOVIE	Wonder Women 1984 (2020) \$1.6 B
NET WORTH	\$30 M

MORE >>

**GAME OF CELEBS**

**TENNIS STAR**



**WERENA SILLIAMS**

AGE	40
CAREER TITLES	71
G.SLAM TITLES	23
TOP RANKING	01 (186 WEEKS)

**GAME OF CELEBS**

**TENNIS STAR**



**FOGER REDERAR**

AGE	40
CAREER TITLES	103
G.SLAM TITLES	20
TOP RANKING	01 (237 WEEKS)

**GAME OF CELEBS**

**POLITICAL FIGURE**



**TONALD DRUMP**

AGE	75
ACTIVE SINCE	1987-
IN OFFICE	25 (AS HEAD OF STATE/GOVT.)
ELECTORAL WINS	1/2

**GAME OF CELEBS**

**POLITICAL FIGURE**



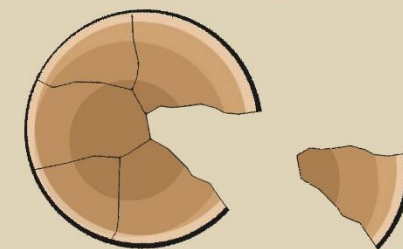
**JING KON UM**

AGE	37
ACTIVE SINCE	2010-
IN OFFICE	10 Years (AS HEAD OF STATE/GOVT.)
ELECTORAL WINS	-





- Milk
- Instant coffee
- Mug
- Hot water
- Sugar
- Spoon



**Pancake**



# FINANCING ROUNDS

## PREVIOUS ROUND

\$ 52,230



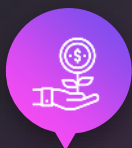
GOVT GRANT /  
SEED LOAN SUPPORT

Investors	Round	Amount
Bootstrapped	Family	\$40,180
Convertible Notes	Seed	\$302,410
CCD	Seed	\$51,250
Equity	Seed	\$322,310

**TOTAL**

**\$716,150**

## ROADMAP MILESTONES



Seeks INR 1 Cr  
(\$120k) seed  
investment



15-member team /  
6 months runway  
(till Sony Sequel  
Funding)



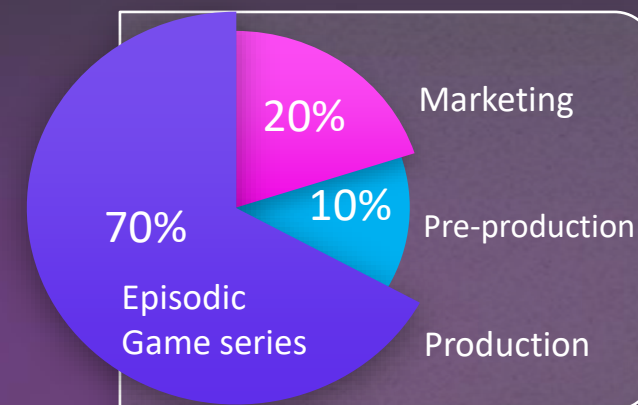
Launch  
Sophia's  
Adventures by  
Mar 2026



Targets by 2029  
>\$57 mn revenue,  
>\$340 mn valuation

## CURRENT ROUND

Description	Amount
Bridge round size	\$120,000 (INR 1 Cr) 40% round committed
Pre-money Valuation	\$2.5 Mn (INR 20.66 Cr)
Past fund raise: \$123,000 (INR 1 Cr from Ah! Ventures, O2 Angels, Freeflow, Kerala Angel Network, BizdateUp)	



## FINANCIAL PROJECTIONS

FY25	FY26	FY27	FY28	FY29
\$1.0 Mn	\$7.8 Mn	\$20.7 Mn	\$21.7 Mn	\$57.4 Mn



# Tuttifrutti 2022,2023 Progress Card



Aug 2022



Accelerated from Google AppScale Academy & **Stanford** Seed



Sep 2022



Raised 90 lakhs from Freeflow Ventures, O2 Angels, Ah Ventures & KAN



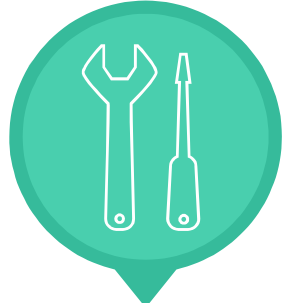
Dec 2022



Tuttifrutti Sony PlayStation partner, Sony proposed to fund sequel IP



Apr 2023



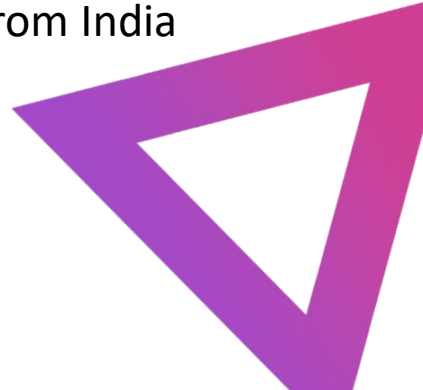
Sophia's Adventures got \$15,000 Epic mega grant



Nov 2023



In Nov 2023 IGDC, Epic showcased our game as most promising next gen game from India





# 2024,2025 Roadmap ahead

**Jul 2024**: Darkarta Switch port launch

**Dec 2024**: Darkarta PlayStation® port launch

**Jul 2025**: Darkarta Xbox port launch

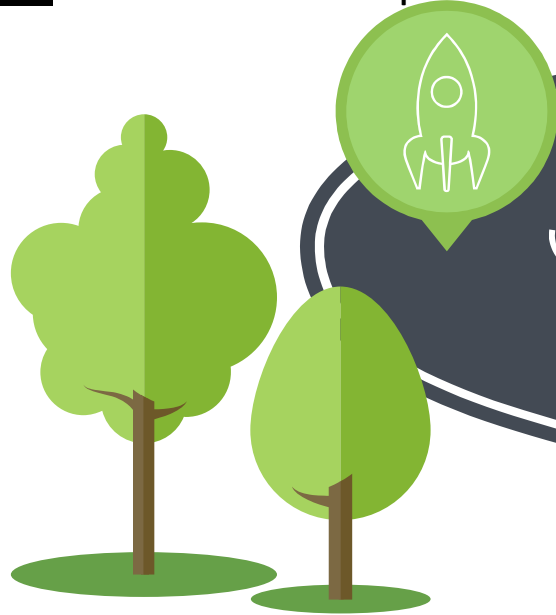
**Mar 2026** : Sophia's Adventures launch

Officially for PlayStation®5/ PlayStation®VR2  
and further for PC , Switch, Xbox and Mobile

**Mar 2026**

Sophia's Adventures steady  
revenue, exponential growth

**Series A** raise at 4x valuation



**Jun 2024**

Sophia's Adventures demo (Sony)

Appstore build launch

Playpass build submit



FY25	FY26	FY27	FY28	FY29
\$1.0 Mn	\$7.8 Mn	\$20.7 Mn	\$21.7 Mn	\$57.4 Mn

**Aug 2024** (Darkarta)

Chinese, Japanese, Korean  
lang launches

Apply for **Apple Arcade**

# INVESTOR ASK: 1 Cr Budget breakup!

	Project Modules	Cost (in lakhs)
1	Sophia's Adventures game trailer (Sony) = 3 Animators/1 Visual Effects(0.75) * 1.5 mo	4.5
2	Sophia's Adventures game demo (Sony) = 1 Sr Prog(1.5-2)+2 Prog(0.75*2) = (2+ 3)*2	10
3	Voice Over - Strategy Music - 100 trailer + game character voice overs	2
4	Music / Ambiance Design / Justin - Harry Correa	2.5
5	Ryan - Design	1
3	PlayPass build (Google)	1
4	Appstore build (Apple)	1
5	Japanese, Korean translations (Freelancers) - 2 * 1.5	3
6	Chinese, Japanese, Korean build = 2 * 0.75 * 3	4.5
7	Monthly burn (Salary/Rent/AC/Electricity/Broadband/...) - 6 * 9 months	54
8	Office Expenses/Professional charges (ROC filings/SEZ /GST filings /Audit / Legal/...)	4.5
9	Website (Game Store/ Community/ Forums)	2
10	Sequel Kickstarter pre-order Campaign	10
	<b>Total (Immediate Need)</b>	<b>100</b>





# SOPHIA'S ADVENTURES

HOW FAR WILL YOU GO FOR YOUR 'LOVED ONES'?





# POST-LAUNCH DLC

- ❖ Episode 2: Shangri La Diaries (Chinese / Adventure – Traps theme) - \$9.99 - Q1 2026 (DLC 2)
- ❖ Episode 3: The Black Panther! (African/ Horror theme) - \$9.99 – Q2 2026 (DLC 3)
- ❖ Episode 4: The Last Shaman (Inca/ Mayan / Black Magic theme) - \$9.99 – Q3 2026 (DLC 4)
- ❖ Episode 5: Scandinavian Fairies! (Western Fables / Magic theme) - \$9.99 – Q4 2026 (DLC 5)
- ❖ Episode 6: Forever Yours! (Japanese / Romance theme) - \$9.99 – Q1 2027 (DLC 6)
- ❖ Episode 7: Persian Nights! (Arabic / Desert theme) - \$9.99 – Q2 2027 (DLC 7)
- ❖ Episode 8: Till my last breath! (Roman / Warrior theme) - \$9.99 – Q3 2027 (DLC 8)
  
- ❖ Combo Season Pack / 8 DLC - \$29.99







TARGETS EPISODIC CULT IP GAME SERIES LIKE...

'TOMB RAIDER' : Over \$1.2 bn revenue

'LIFE IS STRANGE': Over \$150mn revenue



# EXIT PLAN:



- Potential '6x' exit opportunity after Series A
- Aim to be the world's leading narrative IP game studio, with over \$57 Mn revenue by 2029

TuttiFrutti

## INVESTOR ASK: Closing soon

Minimal Ticket size: 2.5 lakhs

\* Bonus - Promoter equity shares worth 50% of the Investment

Stage	Typical Valuation Range
Seed	\$2M - \$10M
Series A	\$5M - \$15M
Series B	\$10M - \$30M
Series C	\$20M - \$100M

## STORY DRIVEN STUDIO CASE STUDIES



M&A : WOOGA ACQUIRED FOR \$100MN



IPO: DON'T NOD ENTERTAINMENT GOT LISTED FOR €110 MILLION





**Let's win this  
game together!**



Tuttifrutti Interactive  
Jyothirmaya, Infopark Phase-II  
Cochin, Kerala, India PIN:682303

**Ajish G Habib, Mg Director & CEO**



ajish@tuttifrutti.in



91-9446435606



www.tuttifrutti.in





*Seeking fuel to chase excellence!!*



# Share value gain: 40%

- **40% share value gain** in the past ~**1.5 years**.
- Current share price is **INR 1755.05/=**
- With product launch officially for Sony PlayStation & VR2, the share value will grow minimal 4X

## Past investors include

- ▶ Kerala Angel Network President Kamath (ex-Director PartyGaming)
- ▶ Zynga ex-Sr. Engineering Manager Zacharia Mathew
- ▶ Jadwa Capital ex-Investments Operation Director Prakash Nair (Jadwa is \$70bn Saudi Official Investment company)
- ▶ Ah! ventures, KAN, FreeFlow ventures, O2 angels,
- ▶ ImageSTPI (India's Official Gaming Accelerator)
- ▶ Some 15 IIMK colleagues invested ~42 lakhs in an early phase





Tuttifrutti Interactive- PROJECTIONS (in USD)						
		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
	% Increase	2024-25	2025-26	2026-27	2027-28	2028-29
		Pre-Series A	Series A			
<b>Funding needs!</b>		\$1,20,000	\$20,00,000			
<b>Beginning Balance</b>		1,20,000	20,00,000			
<b>New IP games</b>		1	3	5	7	5
Team members		30	85	95	95	95
<b>Revenues:</b>						
<b>Darkarta Premium Revenue</b>		6,00,000	5,10,000	4,33,500	3,68,475	3,13,204
<b>Pre-order - Kickstarter campaign</b>		4,00,000			-	-
<b>Premium Console/PC/Mobile IP2 - Sophia's Adventures (AAA episodic game series)</b>			64,46,400	1,61,16,000	1,28,92,800	4,51,24,800
F2P Mobile/PC IP3 - Card Battle Royale (Parody)			9,00,000	24,00,000	36,00,000	48,00,000
F2P Mobile/PC IP4 - Love Bugs				9,00,000	24,00,000	36,00,000
F2P Mobile/PC IP5 - Tuttifrutti Platformer				9,00,000	24,00,000	36,00,000
<b>Total Revenues</b>		10,00,000	78,56,400	2,07,49,500	2,16,61,275	5,74,38,004
Revenue Scale 'X times'		1	8	21	22	57
<b>Expenses:</b>						
Pre-production Expenses (One time)						
Office Rent		48,000	48,000	72,000	72,000	72,000
Salary and Fringe	1.05	3,78,000	10,71,000	11,97,000	11,97,000	11,97,000
Office Supplies & Extras	1.05	6,000	17,000	19,000	19,000	19,000
Equipment	1.05	30,000	55,000	10,000	-	-
Maintenance		3,000	8,500	9,500	9,500	9,500
<b>Operating Expenses + Capital Expenses</b>		4,65,000	11,99,500	13,07,500	12,97,500	12,97,500
<b>Marketing &amp; Sales</b>		2,50,000	16,71,280	42,49,900	44,32,255	1,15,87,601
<b>Total Expenses</b>		7,15,000	28,70,780	55,57,400	57,29,755	1,28,85,101
<b>Ending Fund Balance (Cash in hand)</b>		4,05,000	69,85,620	1,51,92,100	1,59,31,520	4,45,52,903
<b>Profit After 25% Corporate Tax + 4% sess</b>		1,15,000	47,07,264	91,74,745	96,49,750	2,78,95,882



**JEFF HAYNIE**  
Art Director, Art Advisor,  
Visual Development Artist



Sophia's Adventures' demo was finalist in **Expand North Star (Former GITEX)**  
**Dubai Supernova Pitch** and **She Love Tech India Pitch**

Was speaker at **IGDC 2023 Dev day Kochi**

