



WE REDUCE GAME DEVELOPMENT
COSTS BY UP TO 90%

INVESTMENT OPPORTUNITY | Q3 2024



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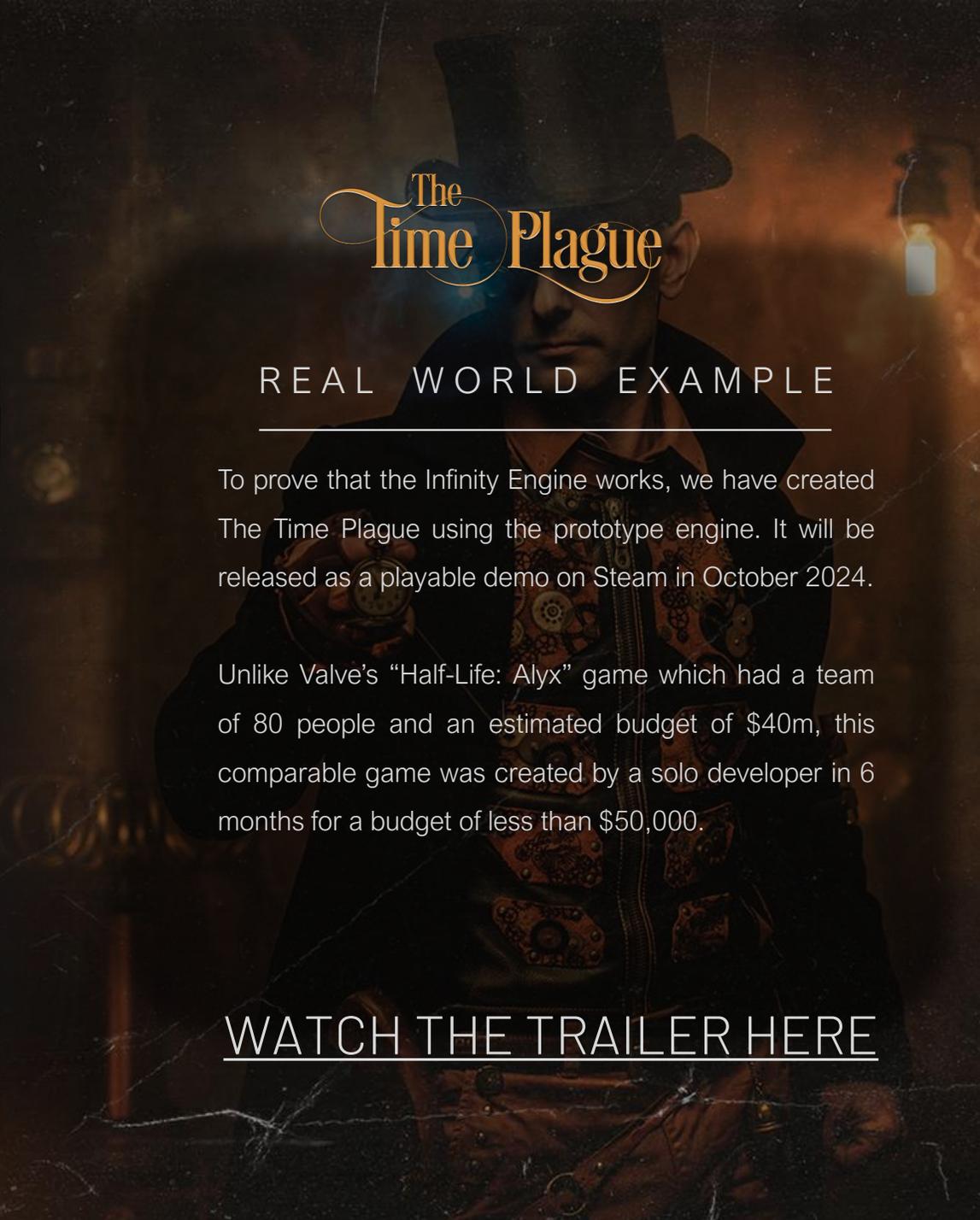
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WE REDUCE GAME DEVELOPMENT
COSTS BY UP TO 90%

Over the next 3 years, we will disrupt
traditional game development by
empowering 500 studios to create
their first commercial game using the
“INFINITY ENGINE”



The
Time Plague

REAL WORLD EXAMPLE

To prove that the Infinity Engine works, we have created The Time Plague using the prototype engine. It will be released as a playable demo on Steam in October 2024.

Unlike Valve's "Half-Life: Alyx" game which had a team of 80 people and an estimated budget of \$40m, this comparable game was created by a solo developer in 6 months for a budget of less than \$50,000.

[WATCH THE TRAILER HERE](#)

OPPORTUNITY

Over 22,700 jobs were lost in the games industry in the last 2 years due to pandemic over-recruitment and the rising costs of developing games.

Game education programs have also proliferated over the past 15 years with many students trying to enter the games development market with few jobs.

Only 26% of studio employees are women with less than 16% in senior positions. Other communities also remain very under-represented.

Game budgets have surged with even small games costing hundreds of thousands to develop which is a barrier for entry to new start-up studios.



RED NOUGHT

We massively reduce the budget necessary to develop games to empower people dispossessed by industry layoffs or other barriers to create their own studios.

Unlike competitors that focus just on individual components, the Infinity Engine is a holistic platform which integrates highly interwoven modules using a radically innovative messaging system that allows communication without bottlenecks or complex custom coding.



MARKET OPPORTUNITY



THE GAMES MARKET

- The average revenue per user (ARPU) is expected to amount to US\$816.30.
- Total Addressable Market (TAM) is projected to reach US\$455.30bn in 2024.
- Revenue is expected to show an annual growth rate (CAGR 2024-2029) of 7.93%, resulting in a projected market volume of US\$666.70bn by 2029.
- 55% of gamers are male (approx. 1.7Bn worldwide) with female player numbers growing rapidly

OUR AUDIENCE

- Over 99% of games released each year are from indie-developers.
- Serviceable Addressable Market (SAM) for Indie developers is \$182Bn per year (40% of global games revenue).
- 58% of game developers employ less than 30 staff.
- Over 50,000 indie developer worldwide with more than 11 million individual developers worldwide.
- Within 3 years we will exceed a minimum of \$7.5m via 500 studios partnerships.

Over 3 Billion People Worldwide Regularly Play Games

REVENUE MODEL



We will provide a series of templates, from simple arcade through to complex multi-player games.

Having selected the core game template, a studio then subscribes to tools and assets to iteratively update the template to make it a new and unique game.

This allows creatives to focus their efforts on the high value elements such as the core story or characters rather than low-level development of complex technology.

In addition to subscription revenue, we expect 15% - 20% royalties per game through a licensing agreement between Red Nought and the studio.



Expected revenue ratio 30 : 70 subscription to royalties

GO TO MARKET STRATEGY



DEFINE

Identify 100,000 potential users (11.1M global market) via LinkedIn, Developer Networks (e.g. Games Republic) and Universities

TRIAL USERS

Target 10,000 developers downloading free demo projects to evaluate the engine

ROYALTIES

500 studios paying a 15-20% royalty per game sold



AWARENESS

LinkedIn messaging, Email, Press Articles, YouTube tutorials

SUBSCRIPTION

Target 2,000 developers paying monthly subscriptions for game templates and modules

ITERATE

Provide more game templates and components to make development easier for more studios

COMPETITION



Our competitors either focus on allowing people to create simple games easily or complex games with a lot of development.

Only Red Nought takes a holistic view to allow start-up studios to create complex games quickly.

Competitors focus on specific technical components with the developer left to create complex underlying systems.

We provide those systems to allow developers to focus on just the elements that make their games unique.



RACHEL BARTON - CEO

CEO. Rachel is a proven business manager having held senior positions for over 12 years.



JOHN THORNEWILL - PROJECT LEAD

John is a serial entrepreneur with a proven track history of creating new technology and successfully bringing it to market.



TIM ELLIS - CTO

Tim is a proven technology creator. He has over 12 years experience of UNITY and has held senior positions for over 8 years.



EXTERNAL RESOURCES

To control costs, Red Nought will work with high-value low-cost external resources for functions such as marketing and graphics generation.



TEAM OVERVIEW

The time is right for RED NOUGHT to shine. Its team is built on a proven track history of successful entrepreneurship, sales & marketing and enough grey hair to facilitate extremely secure financial management.

The team has been working together for over 18 years in the case of John and Tim, Rachel has worked with John for over 12 years having originally been a customer in one of John's previous successful start-ups.



EXPANSION PLAN

Our focus is simple. Quickly and effectively sell our initial offering to small and medium studios. Growing the number of studios required to establish the building blocks which enable subscription revenue and royalties for years to come.

TODAY

- 50k Innovate Grant
- Core team established
- Prototype engine developed
- Example game developed

2024 / 5



£2.0m
Pre-Money Valuation



£250k @ 12.5%
Capital Offered



Revenue
£0.33 m

2025 / 6



£5.0m
Pre-Money Valuation



£0.5M @ 10%
Capital Offered



Revenue
£1.20 m

2027 / 8



Beta program development,
create game templates.
Seek additional grants.

Public launch, early-
adopters and sales
growth.

Large sales growth
and seek exit by
trade sale.

USE OF FUNDS

We have the team, technology and vision to truly add value to the marketplace. We plan to utilise the funds raised as follows:

- Develop the engine into a product suitable for 3rd party studios to use.
- Establish marketing processes to connect with first beta studios by Q2 2024.
- Launch the publicly available product via our website in Q3 2025.

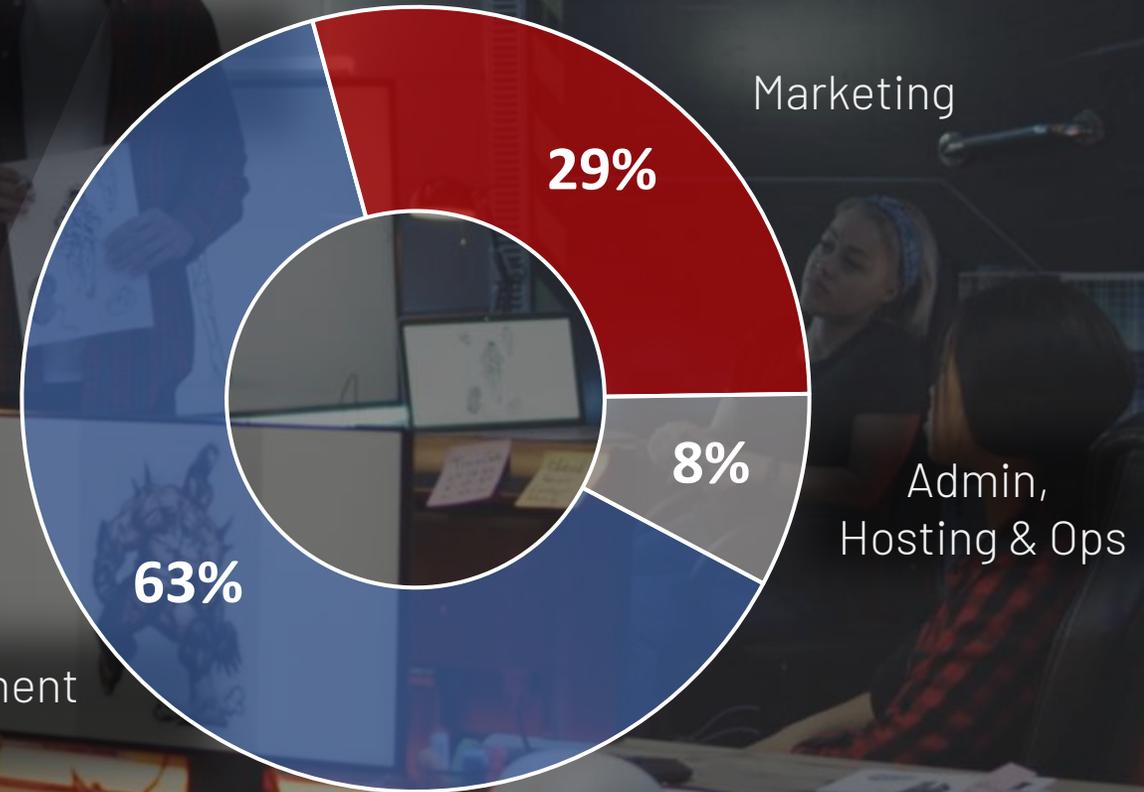
Next Round: £250k @ 12.5% Equity

Targeting 31st Dec 2024

£2.0m Pre-Money Valuation

Exit via trade sale within 3-5 years

Post Money Burn Rate: £19k PCM



The figures provided above are subject to change.



Full Financial Projections Available On Request

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