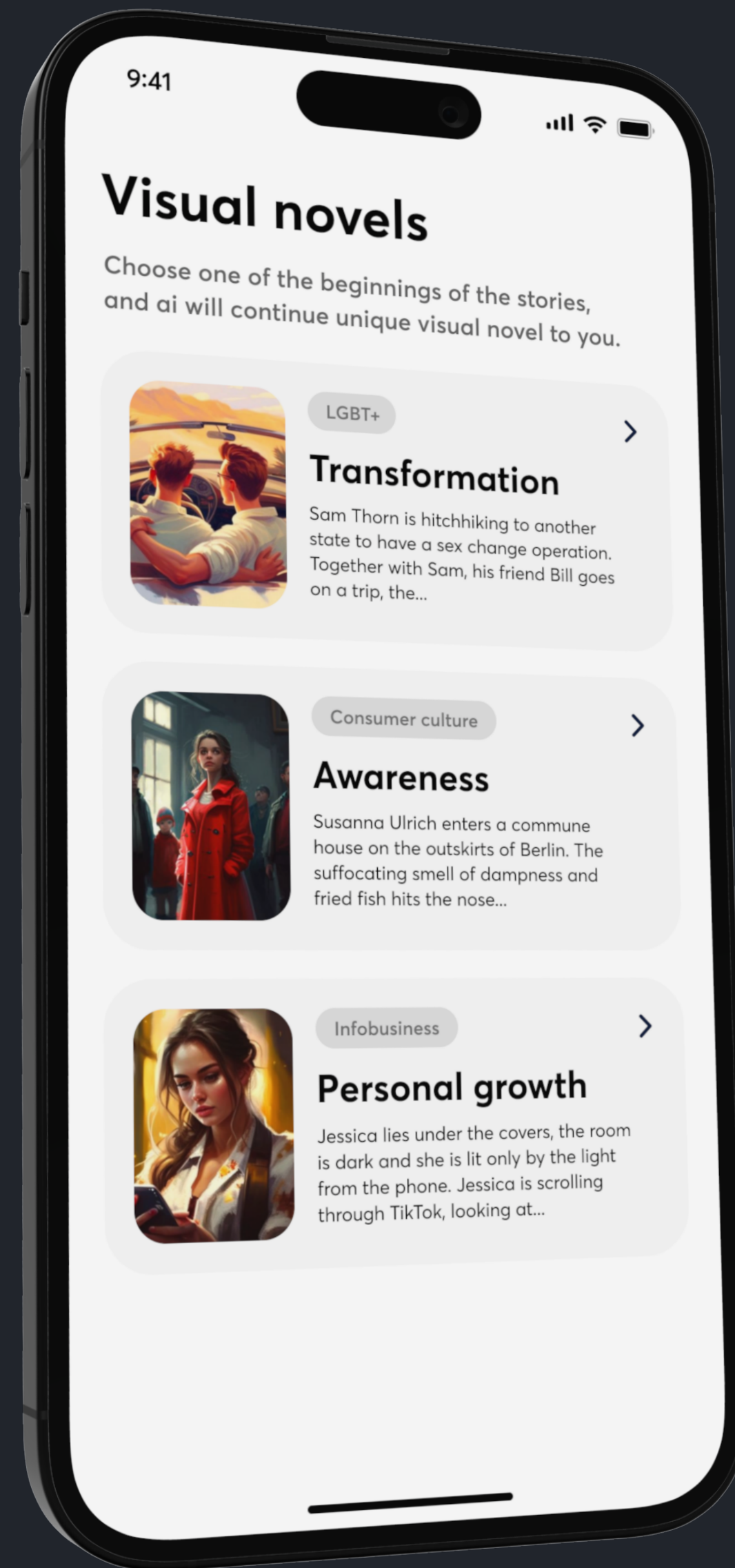


lab lab ai – AI Startup Hackathon



Visual novels

with a generative plot
and generative visuals

Ai novel



ELIZAVETA MITRAKOVA

Logic on FlutterFlow

Backend developer with 1.5 years of experience in C#



OLGA KAD

Design, Product Growth

Founder of IT Land with income \$150k/year, IT Blogger, Ex-Lead Designer Margex, ex-SBER



DMITRII LIAKIN

BackEnd

Software engineer with 10+ years of experience CTO in Career Pathway Institute, Weversi startups



SLAVA SMORODINA

Design, Flatter Flow

Developing my own startup, a product designer



ANNA STRASHENKO

Backend & FlutterFlow

Web-developer with 2 years experience in VueJS, Python developer

Revenue of the games' market

> **\$145.30bn**

In-app purchase revenue in the Games segment

> **\$1bn**

In-app purchase of visual novels

> **\$2.25**

The average revenue per download

Production difficulties

Studios create 10 visual novel projects at a time to 1 grow (they can't predict which one)

Writing the plot of a visual novel takes 2-6 months. Development takes another 3-6 months

TARGET AUDIENCE NOW

Women 25+

Want to experience emotions

Mothers, housewives, single women, to solve their problem watch soap operas, read books, but usually do not play more complex games than visual novels

Students and pupils

Want to try a relationship

Young guys who relax with games and short stories in particular. They like to try out relationships and have experiences

OUR ADDITIONAL TARGET AUDIENCE

Tired Millennials

Want to kill time

Adults who want to kill time to solve their problem watch soap operas, tik tok, instagram, ready to consume dumb content, just so they don't waste time looking

Lonely Zoomers

Want to consume content

Young people who suffer from a lack of communication and are used to getting easy endorphins from consuming content. Want content on topics close to their heart

MVP

Features

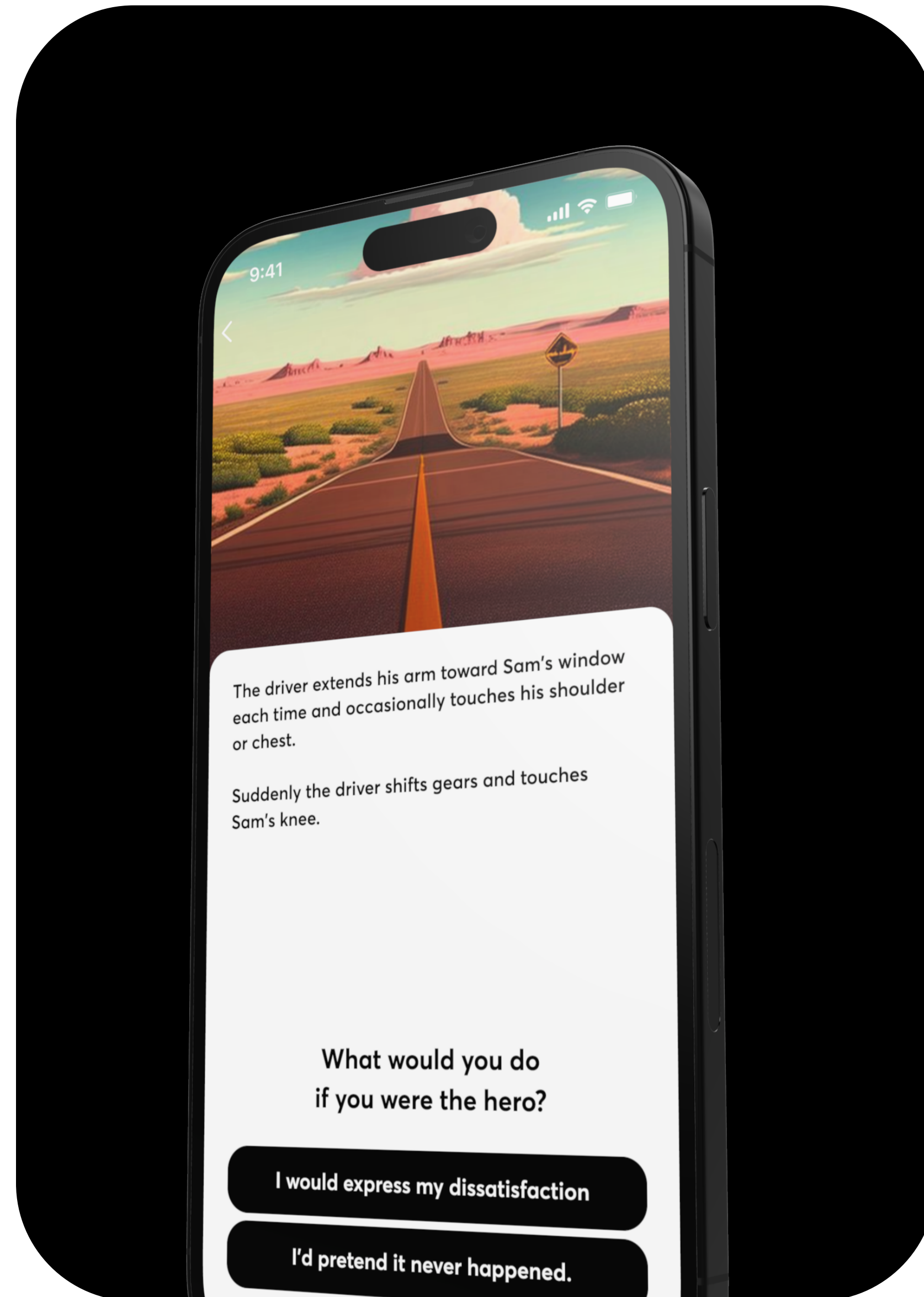
ChatGPT

Contains 3 beginnings of stories

Stories are custom developed
based on user choices

Midjourney

Accompanying pictures



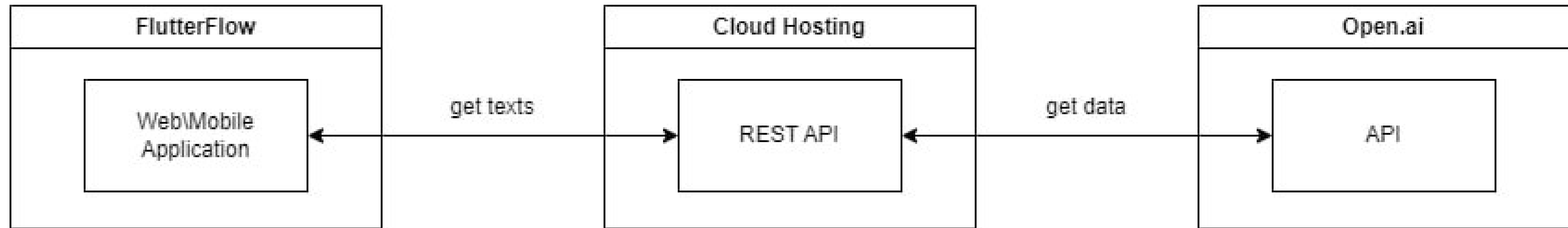
Ai Novel

Features

As in MVP.

- + User can choose story options
- + Stories with good ratings are saved
- + We make additional apps with selected content

How we made it



1. Application in AppStore & GooglePlay

- **Application Release**

to Appstore, GooglePlay,
Steam and the web

- **Promoting the app**

with ASO, paid and free traffic

- **Adding monetization**

through internal purchases
and the integration of advertising

- **Saving successful novels**

through internal purchases
and the integration of advertising

2) API for other visual novels and chatbots

- **Improving output**

improving the Storytelling Engine

- **Finding your first customers**

through LinkedIn, warm intros
and cold messages

- **First contracts**

getting multiple subscriptions

- **Adding new features**

on requests from existing customers

UNIT ECONOMICS

Application

The calculation is made only for a separate mobile application

The model takes into account only in-app purchases and only paid promotion

Market	All	all gamers + all netflix users + tiktok users	145,300,000
	STA	target audience %	0.69%
	TAM	number of customers in the entire visual novel market	1,000,000
	MS	what share of the total market we plan to capture	0.05
	SAM	the number of clients we plan to capture	50,000
Product (cohort, month)	MAU	the number of market participants that we can inform about our project for the period (month)	10,000
	C1	conversion of an informed participant into a client	5%
	Customers	the number of customers we received from a monthly cohort of informed market participants	500
	AvPrice	average check, the amount of money that the client gives	\$6.25
	COGS	costs incurred in selling a product or service	30.00%
	APC	average number of transactions per client over the lifetime	8.00
	ARPC	cLTV - lifetime sales per customer	\$35.00
	ARPU	LTV - sales revenue per user	\$1.75
	CPA	cost of attracting one user to the product	1.50 €
	mAC	monthly marketing budget	15,000.00 €
	CM	contribution margin from monthly cohort	\$2,500.00
	Revenue	turnover on a monthly cohort	\$25,000.00
Result	m2Market	number of months required to capture the market	100
	tMAU2Market	the total number of participants that need to be informed in order to capture the market	1,000,000
	tAC2Market	total marketing budget to capture the market	\$1,500,000.00
	SOM	the market that is reached as a result	50,000
	tR2Market	reachable market value in money	\$2,500,000.00

**We are looking for expertise,
and \$200.000 for experiments with marketing,**

also we want to get into the accelerator

demo (The server is now deployed on the local computer)



Контакты

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