

# Choose your **adventure** Let your **decisions** lead you



## Users love us because:



With **Ai Storyteller** I make up fairy tales for my son, and while he sleeps I play love stories myself.



**Novels** help me relax after work and immerse myself in a new world

Begin your unique story



# our team



OLGA KAD

**Design, Product Growth**

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



SLAVA SMORODINA

**Design, Flutter Flow**

Developing my own startup,  
Product designer



ANNA STRASHENKO

**Backend & FlutterFlow**

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

# market size

## games

> **\$145.30bn**

In-app purchase revenue in the Games

> **\$1bn**

In-app purchase of visual novels

> **\$2.25**

The average revenue per download

## books

> **\$82.29bn**

Revenue in the eBooks segment

> **\$14.21bn**

Revenue in the eBooks segment

> **\$14.46**

The average revenue per download

**our**  
**advantage**

**creating of a novel or a book = > 3 months**

Existing solutions for books, novels and games quickly become boring

 **But we can endlessly create new content in seconds**



# target audience

## > visual novel players

Mostly women from 16 to 40 years old  
play love stories out of boredom

## > casual players

Men and women from 12 to 50 years old  
play games to kill time

## > ebook readers

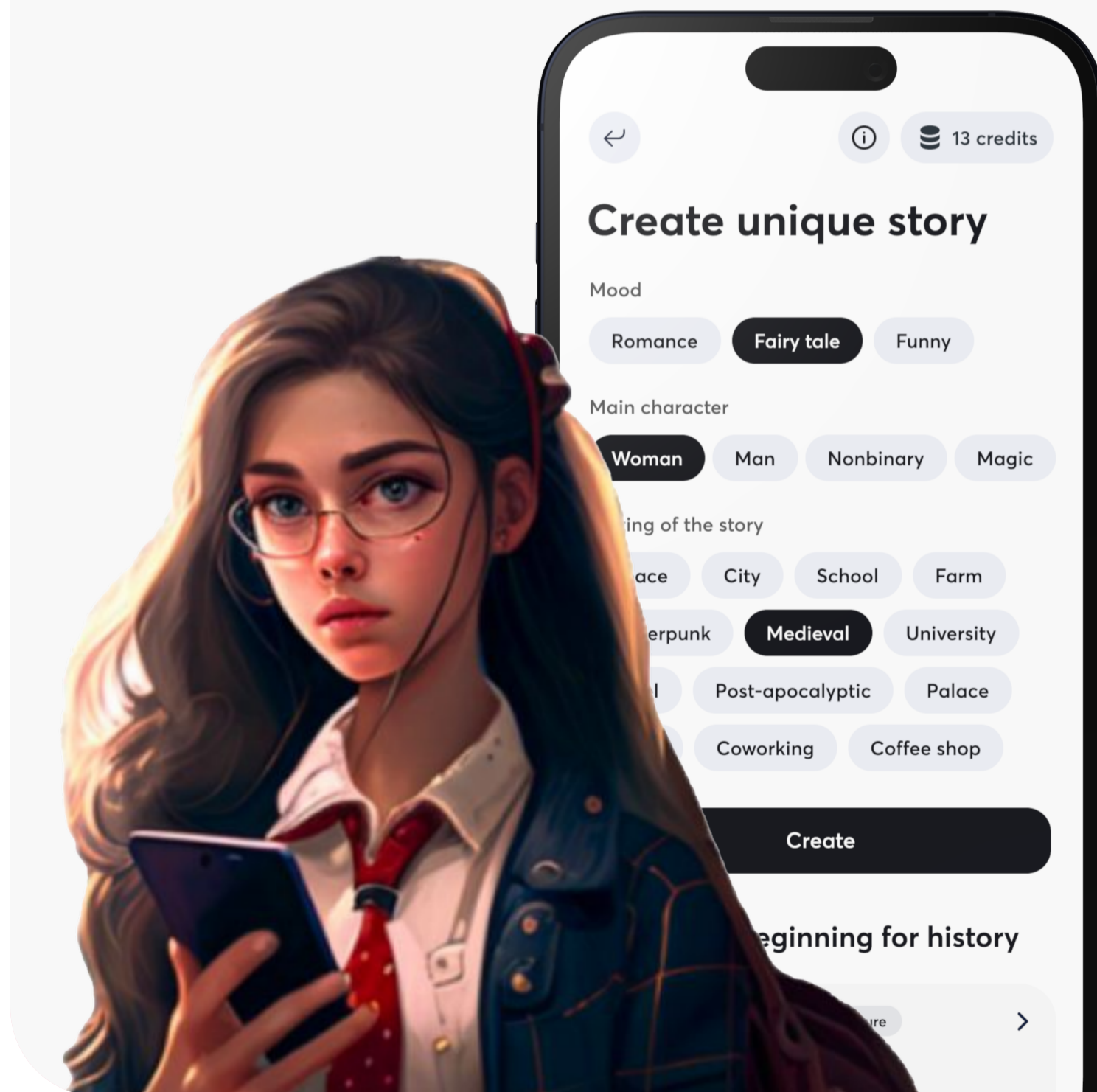
Men and women aged 16 to 50 years old  
read books as entertainment

## > fairy tale's app users

Mostly mothers with small children



# Features of MVP



## Already implemented:

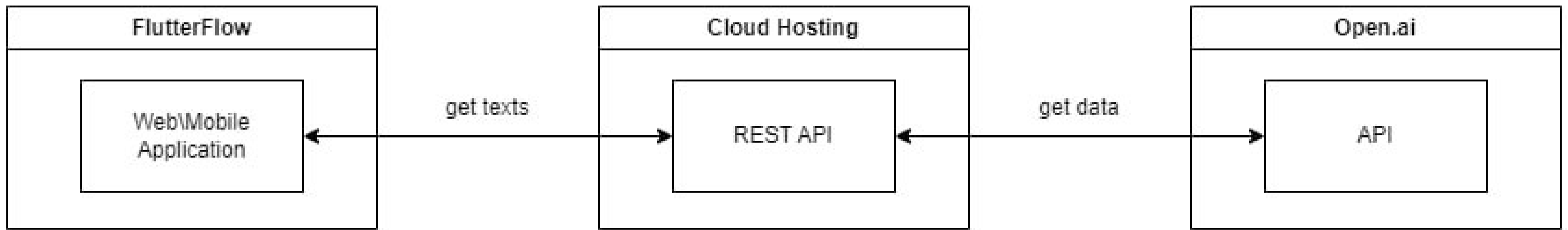
1. Creating a history by parameters or selecting a ready-made history

2. Generating new parts of the story with ChatGPT

3. Generation of branches of history with ChatGPT

4. Saving generated stories to a text file

# how it works



# Our next steps



Application Release to Appstore,  
GooglePlay, Steam and the web

Promoting the app  
with ASO, paid and free traffic

Adding monetization through internal  
purchases and advertising



Saving successful novels and  
make one more app with them all

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# unit economics

<b>Market</b>	<b>All</b>	all gamers + all netflix users + tiktok users	145,300,000
	<b>STA</b>	target audience %	6.88%
	<b>TAM</b>	number of customers in the entire visual novel market	10,000,000
	<b>MS</b>	what share of the total market we plan to capture	0.05
	<b>SAM</b>	the number of clients we plan to capture	500,000
<b>Product (cohort, month)</b>	<b>MAU</b>	the number of market participants that we can inform about our project for the period (month)	10,000
	<b>C1</b>	conversion of an informed participant into a client	5%
	<b>Customers</b>	the number of customers we received from a monthly cohort of informed market participants	500
	<b>AvPrice</b>	average check, the amount of money that the client gives	\$8.25
	<b>COGS</b>	costs incurred in selling a product or service	15.00%
	<b>APC</b>	average number of transactions per client over the lifetime	8.00
	<b>ARPC</b>	cLTV - lifetime sales per customer	\$56.10
	<b>ARPU</b>	LTV - sales revenue per user	\$2.81
	<b>CPA</b>	cost of attracting one user to the product	1.50 €
	<b>mAC</b>	monthly marketing budget	15,000.00 €
	<b>CM</b>	contribution margin from monthly cohort	\$13,050.00
	<b>Revenue</b>	turnover on a monthly cohort	\$33,000.00
	<b>Result</b>	<b>m2Market</b>	number of months required to capture the market
<b>tMAU2Market</b>		the total number of participants that need to be informed in order to capture the market	10,000,000
<b>tAC2Market</b>		total marketing budget to capture the market	\$15,000,000.00
<b>SOM</b>		the market that is reached as a result	500,000
<b>tR2Market</b>		reachable market value in money	\$33,000,000.00

The calculation is made only for a separate mobile application

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

# DEMO



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