



UNTITLED  
INTERACTIVE



Ela  
Smack-A-Fool

## MOBILE GAME DEVELOPMENT

Focused on bringing 10 high quality, mobile games per calendar year.

## MOBILE GAME ACQUISITION

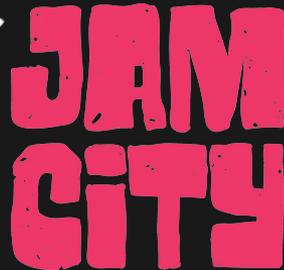
Games sourced from indie mobile game developers who are inline with Untitled's core values.

## IP ACQUISITION

Obtaining revenue from licensing of proven mid-tier PC/console/mobile game IP.

## UNTITLED INTERACTIVE TEAM

Untitled Interactive (UI) is a studio creating games for mobile, PC and console. UI is an all-star team of entertainment and video game industry veterans including former WWE Senior Producer, Narrative Consultant for Eastside Games, Deep Silver, and Jam City, an executive producer at THQ, Sega, and Edge of Reality, and the co-founder of Circle 5 Studios- the developer of the cult gaming hit Primal Carnage.



### R. Byron Hord, CEO

Byron's focus has shifted from creating content for network TV and eSports, to producing and creating interactive content, and designing games under his new studio, Untitled Interactive.



### Jim Galis, COO

Nearly twenty-five years of experience working in game development, Jim Galis has successfully managed talented teams of technical and creative people to deliver multi-million dollar video game projects for major publishers worldwide.



### Michael Pollack, CFO

Michael is CPA and the co-owner of Circle 5 Publishing, LLC. The publisher of Primal Carnage and Primal Carnage Extinction for PC and Playstation. Primal Carnage is listed as one of the top 10 dinosaur games in history by Newsweek Magazine.

# UNTAPPED MARKET

## INDEPENDENT STUDIOS

Small teams  
Little investment opportunity  
No Consistent Returns



## MID-TIER / AA

LOW-ENTRY INVESTMENT OPPORTUNITIES  
CONSISTENT HIGH RETURNS  
MINIMAL RISK



## AAA

High Risk  
Multi-Million Dollar Buy In  
Must be WILDLY Successful to Return



UNTITLED INTERACTIVE'S

# MID-TIER MOBILE PRODUCTION

150K-

**250K**

**NEW INVESTMENT  
FRONTIER**

**WHY  
MOBILE?**

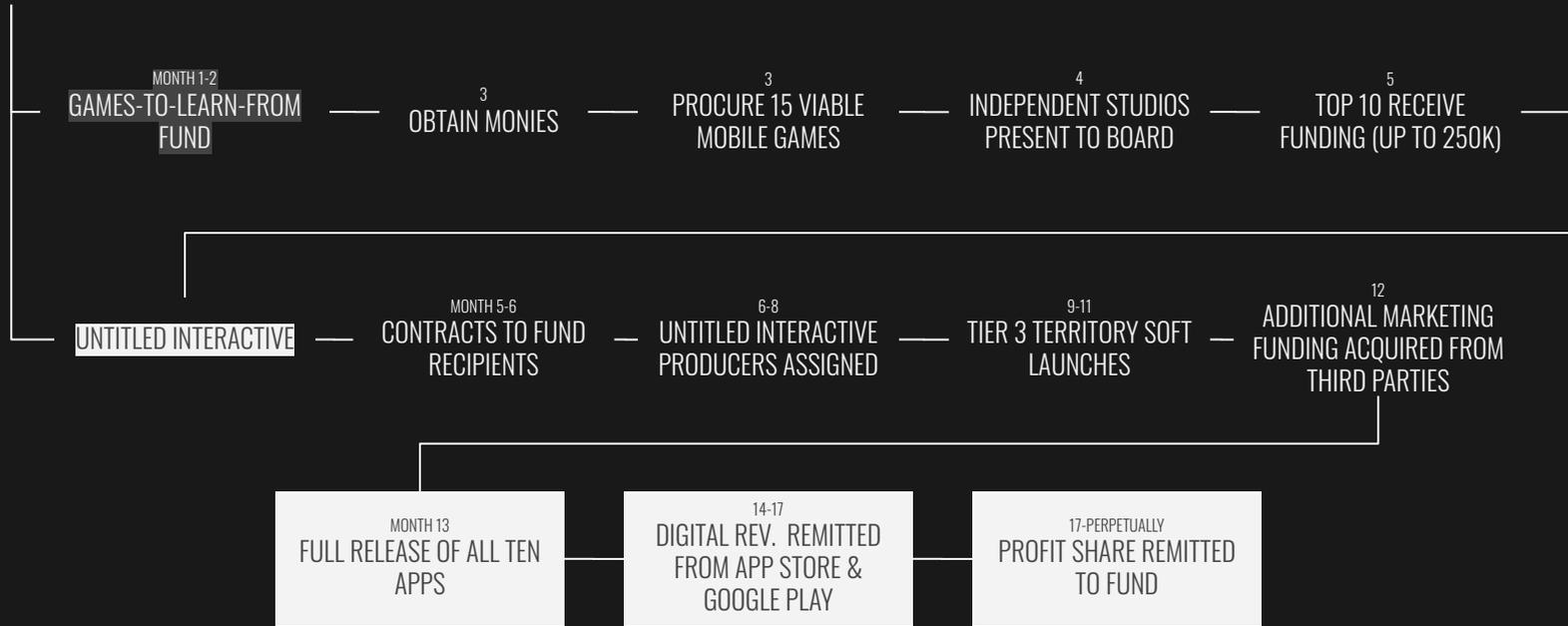
Untitled Interactive develops and supports mobile gaming projects in the \$150K-\$250K range. In conjunction with UI's Games-to-Learn fund - a pool of investment capital for the purpose of acquiring educational based titles - the company can have up to 10 projects in production, maximizing eventual success ratios.

Untitled Interactive affords the investment community to participate in an untapped segment within the high growth gaming industry. Large companies stay away from many independent studios, because making \$1M from 20 million downloads is immaterial when successes are now acknowledged to be in the hundreds of millions, if not billions of dollars. The large-scale players - like Zynga, SuperCell or King - are looking for the next Clash Royal, Farmville, or Candy Crush; in other words, seeking the next billion-dollar franchise. In contrast, boutique-sized studios like Untitled Interactive are generally overlooked, but can be the silent bull on the pasture.

Mobile gaming's widespread accessibility and availability, combined with rapid consumer uptake, lead to one major conclusion. Mobile gaming is big, hot, and fast-growing. As PlayStation, Nintendo and Microsoft allow mobile games to interact with console games, experience with the same title cross-platform will undoubtedly fuel growth, lucrative returns, and opportunities for investors.

**A  
NEW  
FRON  
TIER.**

# UNTITLED INTERACTIVE ROAD MAP



UNTITLED INTERACTIVE'S

# SMACK-A-FOOL

Newly released. Trivia & slapstick fighting game parody designed to test users on their worldly knowledge, with virtual currency for correct answers and humiliation for stupidity.

NICKNAME Challenge 100  
 999.999 🟡 999.999 🔵  
 00:00 ⚙️

NICKNAME Damage 020.000 VS NICKNAME Damage 070.000

## SMACK-A-FOOL



00:00  
**PLAY**



# COOL & FUN GAMES

UNTITLED INTERACTIVE'S

## ADDITIONAL MOBILE CATALOG



FRIDAY NIGHT FIGHT NIGHT



24 HOURS OF BEING BROKE



PRIMAL CARNAGE ASSAULT



THE SIDEKICK

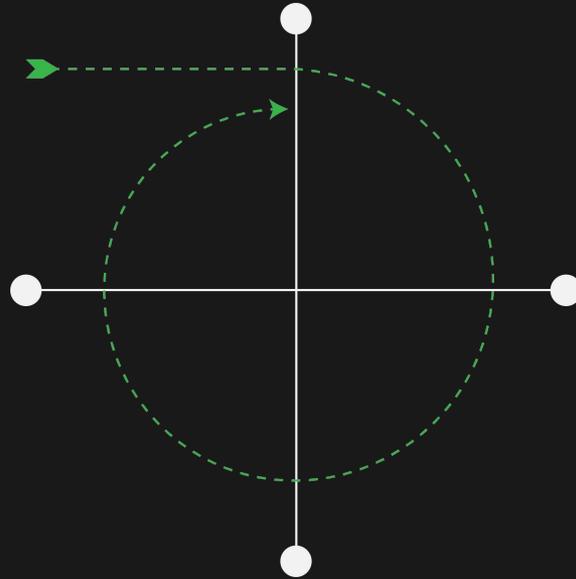
# THE CONSUMER HOOK

## TRIGGER

Something the user sees or feels that triggers them to take action to satisfy themselves.

## INVESTMENT

Get the user to invest, setting themselves up for the next Trigger, storing value, and creating preference.



## ACTION

The minimum interaction the user needs to have with your product to get to the Reward (something they'll like- next item).

## VARIABLE AWARD

The why, the objective for the user, emotionally speaking.

All of Untitled Interactive's products are socially networked, enabling our users to own the task of socially elevating our brands. Needless to say, the viral loop lives and breathes in all of our IPs' game design.

## STATE OF THE MOBILE INDUSTRY

In 2018, there were approximately 2.2 billion mobile gamers worldwide. The U.S. share of mobile gamers had previously been projected to reach 202.8 million in 2018—more than half of the country's population.

By the end of 2019, the U.S. mobile gaming population reached 209.5 million, exhibiting a year-over-year growth rate of 3%. Though the rate of mobile game adoption may decrease slightly, the total number of U.S. mobile gamers is predicted to rise to 213 million by the end of 2020. Even though the games account for only 31% of downloads in the App Store, they represent 75% of the total consumer spend.

Of total game revenue globally, the mobile sector is by far the fastest growing. In 2017, video gaming sales reached \$122 billion, more than 1/3 of that figure represents mobile gaming. This year, mobile gaming revenues will hit above \$55 billion. By 2021, that figure should reach almost \$90 billion. Mobile gaming is showing the most consistent upward movement. Growth in mobile gaming eclipses consoles, PC downloads, and browser-based acquisition. Untitled Interactive is 100% dedicated to getting a piece of that billion dollar pie.

# 209.5 MILLION MOBILE GAMERS IN 2019

UNITED STATES

# ESTIMATED \$90 BILLION IN 2021 REVENUE

WORLDWIDE

## COMPETITION

# UNTITLED INTERACTIVE

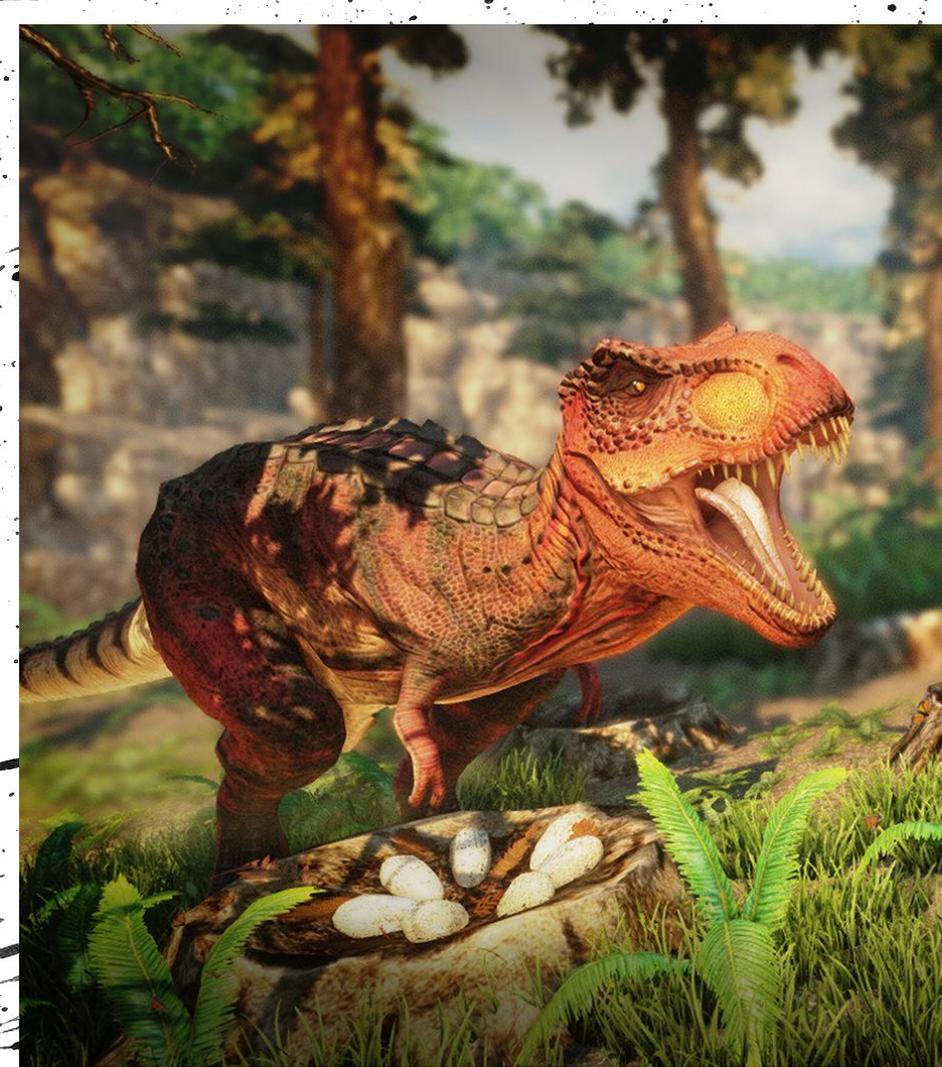
Even though there is just a small pool of edutainment-focused mobile studios, the average revenue of said games eclipse the vast majority of released games. Untitled Interactive is fully aware of the competition in the marketplace, and has identified some of the key players.



**TYMEDIA**

*etermax*

*Plain  
Vanilla*



UNTITLED INTERACTIVE'S

# LICENSE AND IP ACQUISITION

To maximize earning potential, Untitled Interactive plans to obtain licenses of successful PC and console titles through licensing deals. The license to develop the Primal Carnage sequel on PC and next-gen consoles has been awarded to Untitled Interactive. With sales forecasted at upwards of \$30MM, Untitled receives 20% of all revenue derived from the sequel (~\$6MM).

**PRIMAL  
CARNAGE**

Approx. budget: \$175,000  
Revenue: \$1,750,000  
Downloads: 400,000+

**PRIMAL  
CARNAGE**  
EXTINCTION

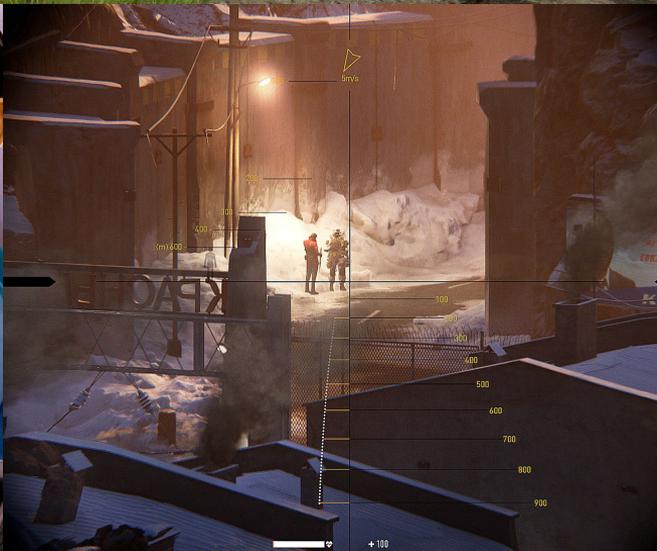
Approx. budget: \$450,000  
Revenue: \$4,100,000  
Downloads: 625,000+

# PART NERS

5

BIG  
SUGAR

KOKKU





# THANK YOU

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