

Games for diverse audiences by diverse developers



www.rainbowunicorngames.com



The Game Industry has a Massive Blindspot

CORE

UNDER-SERVED
SEGMENT

WOMEN

We see a massive market gap in games that appeal to cooperative style with meaningful stories and social gameplay. Leaving room for us to explore a wide open space.

MEN

CASUAL



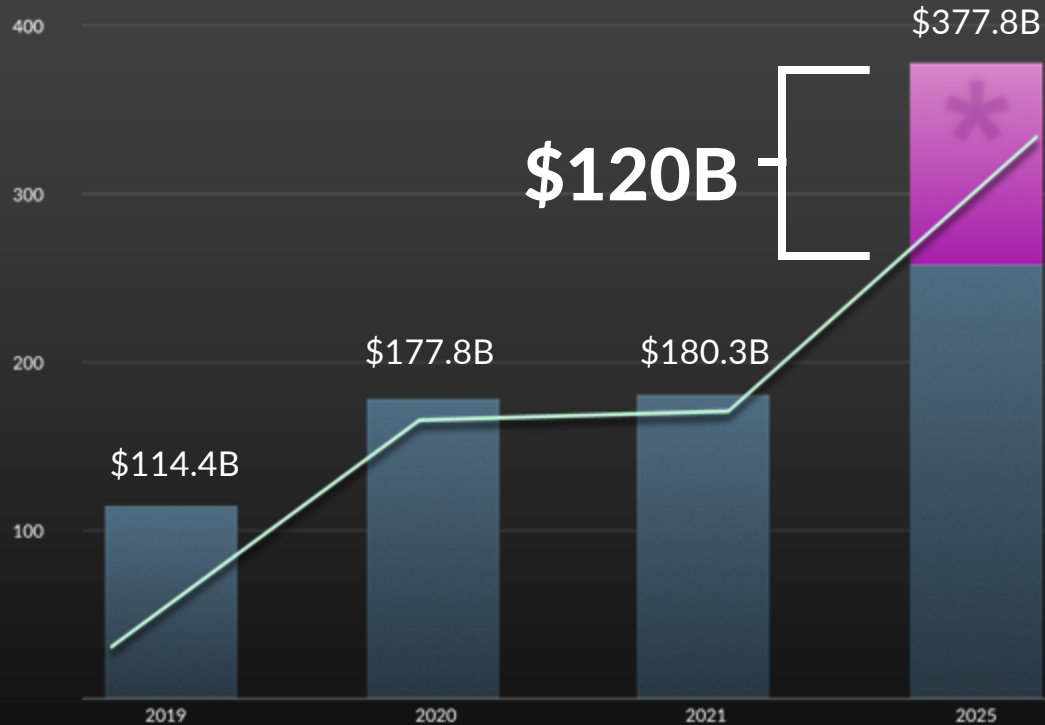
State of the Games Market

**Gaming Market Size to be Worth
USD 665.77 Billion by 2030**

However 47% of gamers expressed *avoiding certain games*
because they felt like they *weren't made for them.*

UNDERSERVED & UNDERREPRESENTED GAMERS

A MASSIVE MARKET EXPANSION



Source: [Techjury: How Much Is the Gaming Industry Worth in 2021?](#)

* Projected





ROMANCING JAN

VISION

3D inclusive Regency fantasy

GENRE

4x Estate Builder, Dress up RPG

MARKET

Women 25+

ESTIMATED ANNUAL OPPORTUNITY

\$50-\$120m

PRIMARY COMPS

Genshin Impact
Love Nikki
Homescapes

CORE SYSTEM

Social
Community
Avatar
Creation/Fantasy

LAUNCH DEVICE

Mobile

SOFT LAUNCH

Q2 2025

**Athena
Peters**

CHIEF EXECUTIVE
OFFICER



20 years of experience developing games, Athena has grown to Executive Producer on some of the most well-known IPs today, including Batman, Lord of the Rings, and Game of Thrones.

Athena is an experienced leader and serial entrepreneur, who also manages an interactive theatre company, Incantrix Productions.



Michele Olivier
CHIEF PEOPLE OFFICER (Fractional)

Michele is an HR professional, with experience working across USA and Europe. She has managed 350+ people ops for organizations in technology, SaaS, fintech, gaming and more.

Michele is a founder of OH Consulting, disrupting status quo of the recruitment industry.



**Nikolina
Finska**
CHIEF OPERATING
OFFICER

Nikolina has 20+ years of leadership experience in government, tech, and gaming. She entered gaming with the Angry Birds Franchise as Head of Production for Rovio's publishing arm, Rovio Stars.

She is a serial entrepreneur who also founded Unicorn Pirates, a disruptor game studio. Nikolina worked on over 20 games, specializing in mobile F2P.



**FOUNDING
UNICORNS**





amazon



The Herd



Nancy Peters
Revenue
Advisor



Sarah Edrie
Engineering
Advisor



Crystal Larsh
VP of
Operations
(advisor)



Gary Bedell
Art Director



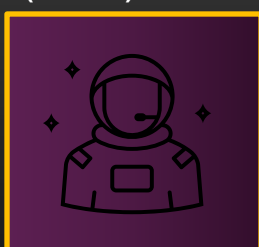
Johnny Liu
Director of
Product



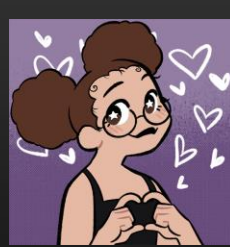
Leona Jasa
Marketing
Manager



Charlotte Hamilton
Community
Manager



Paul Quinones
Full stack dev



Nuance Bryant
Game
Content Manager



Kat Davis
Writer



Traction so far

COMMUNITY

2,000 LinkedIn followers support our mission and corporate brand

5,000+ fans of Romancing Jan IP

FUNDING

We secured \$250,000 in pre-seed round

PRODUCT

Society Pages Reader App in SL since August 2023

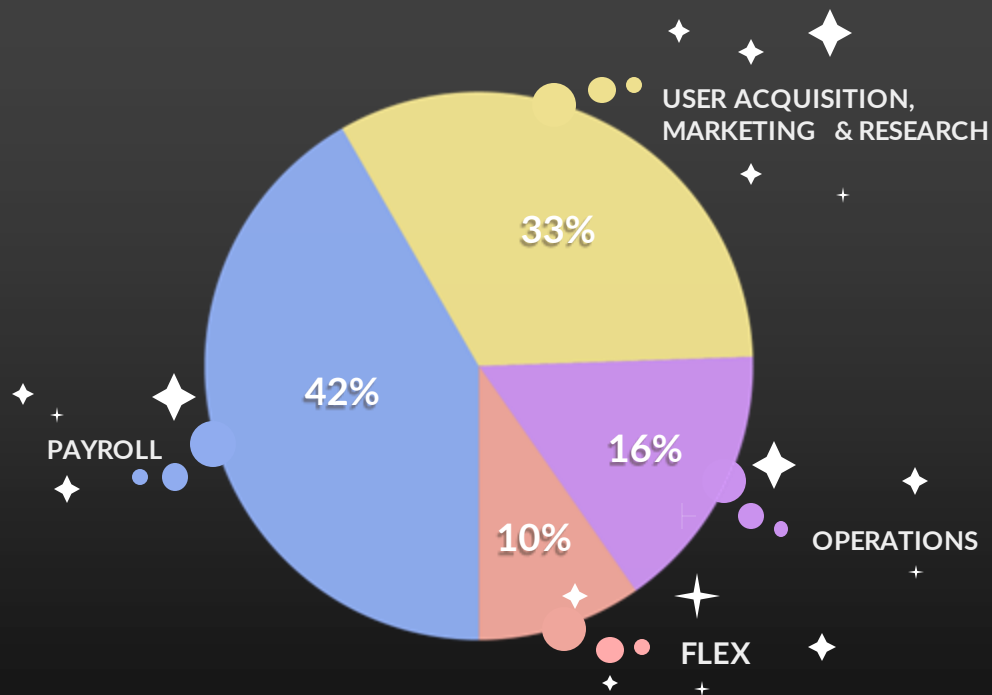


Go to market

5 points of focus:

1. Grow the **community** with supporting products such as Romancing Jan: Society Pages
2. Strong **company branding** that attracts people who share the same values
3. Innovative, **experimental** and creative campaigns utilizing **influencers** and **allies** where we will push the boundaries
4. Ride the popularity wave of **Bridgerton** and interest in regency era
5. Utilize more **traditional marketing** methods such as UA, PR, ASO

Capital Raise



\$4.5m

OBJECTIVE

Hire a best-in-class development team focused on creating resonant and deeply social games for emerging audiences. This amount gives us minimum 18 months runway

KEY RESULTS

- Bold female-centric 4X strategy mobile game in 12 months
- \$2.00 ARPDAU by Month 18
- Strong Positioning for Series A Raise and expansion on other platforms

In a good company

METHOD PROOF



**SUP
ERC
ELL**

\$1.8B Revenue(2022)



ROVIO

€317M Revenue (2022)

MARKET PROOF



Love.Nikki
— Dress Up Queen —

\$143M(2022)



LET'S THINK THE GOOD
**TIME
PRINCESS**

\$165M(2022)



**Cardy
GIRL**

\$1.2B(2021)

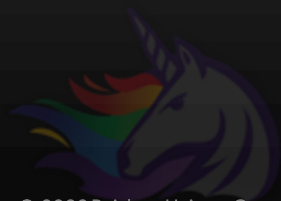


**GENSHIN
IMPACT**

\$4B(2022)

Appendix

Product





ROMANCING
JAN

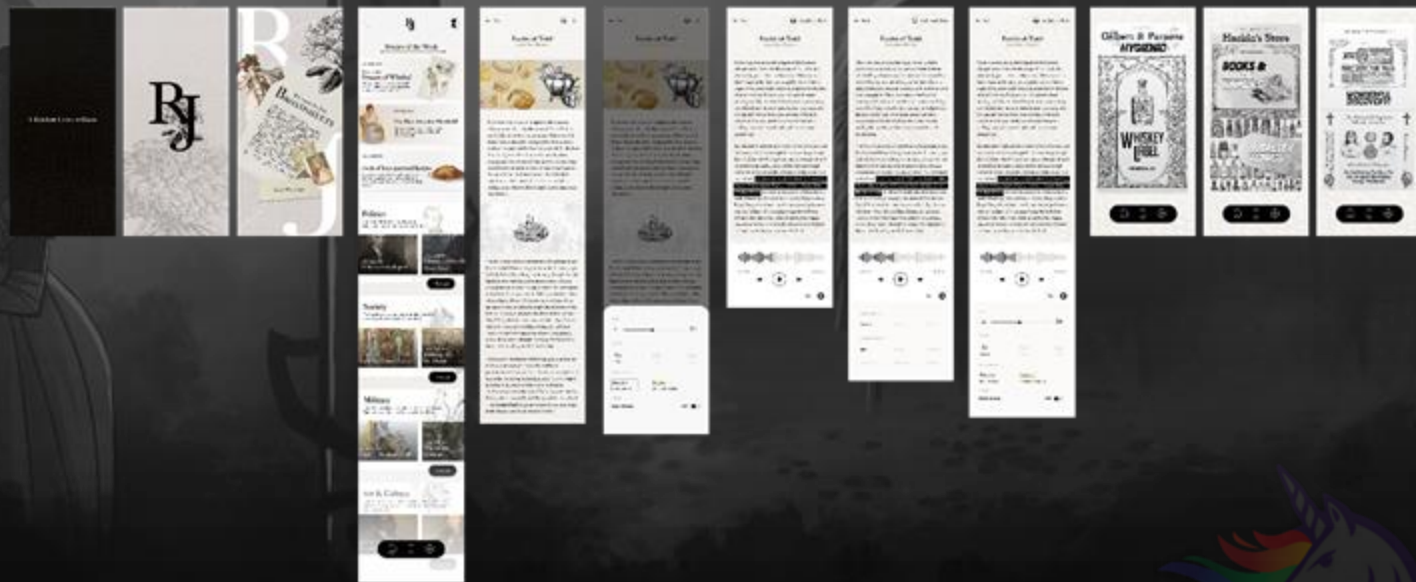


Witchcraft



Fantasy Title

Our First Experiment



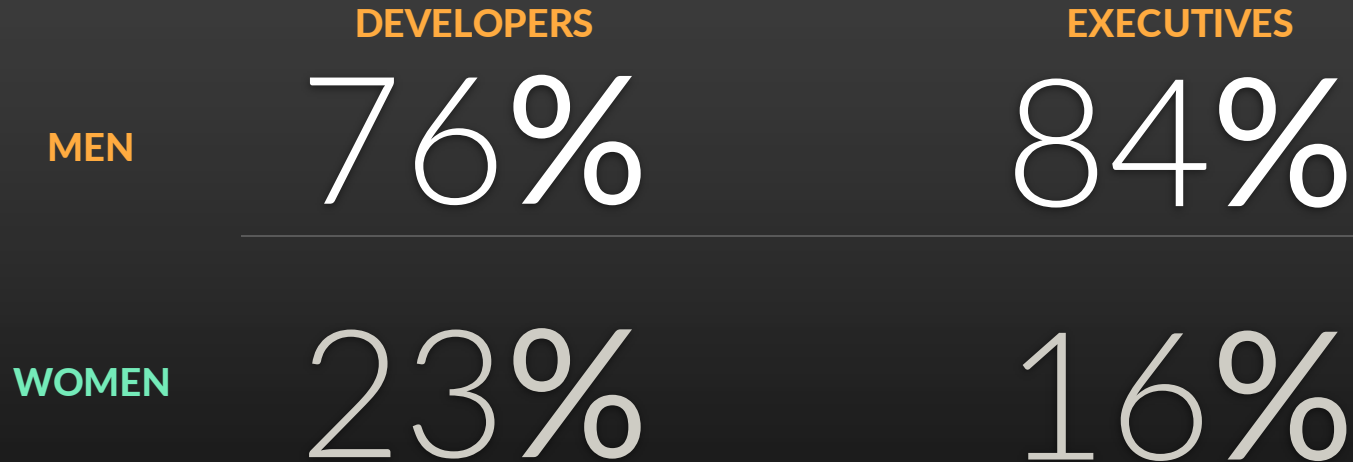
Vision

Rainbow Unicorn Games represents a team of diverse creators building engaging worlds for an under-represented audience.

Our goal is to operate transparently whilst fulfilling the need for a new type of game play. We foster a safe community of awareness for current social challenges that can be managed in a fun and supportive gaming environment.



WHO MAKES GAMES?



Sources:
[Demographics](#)

[Zippia Video Game Developer](#)

[20-first's 2020 Global Gaming Scorecard](#)



Core Loop

ROMANCING JAN



 **MONETIZABLE**

Core Strategy Games are High Performers

Customers are cheaper to acquire and engage at a greater level. They enable bringing our AAA tastes and gameplay chops into the mobile games.

CORE

30% **Organic Install Rates**

$\frac{1}{3}$ the **Cost** of Casual for UA

STRATEGY

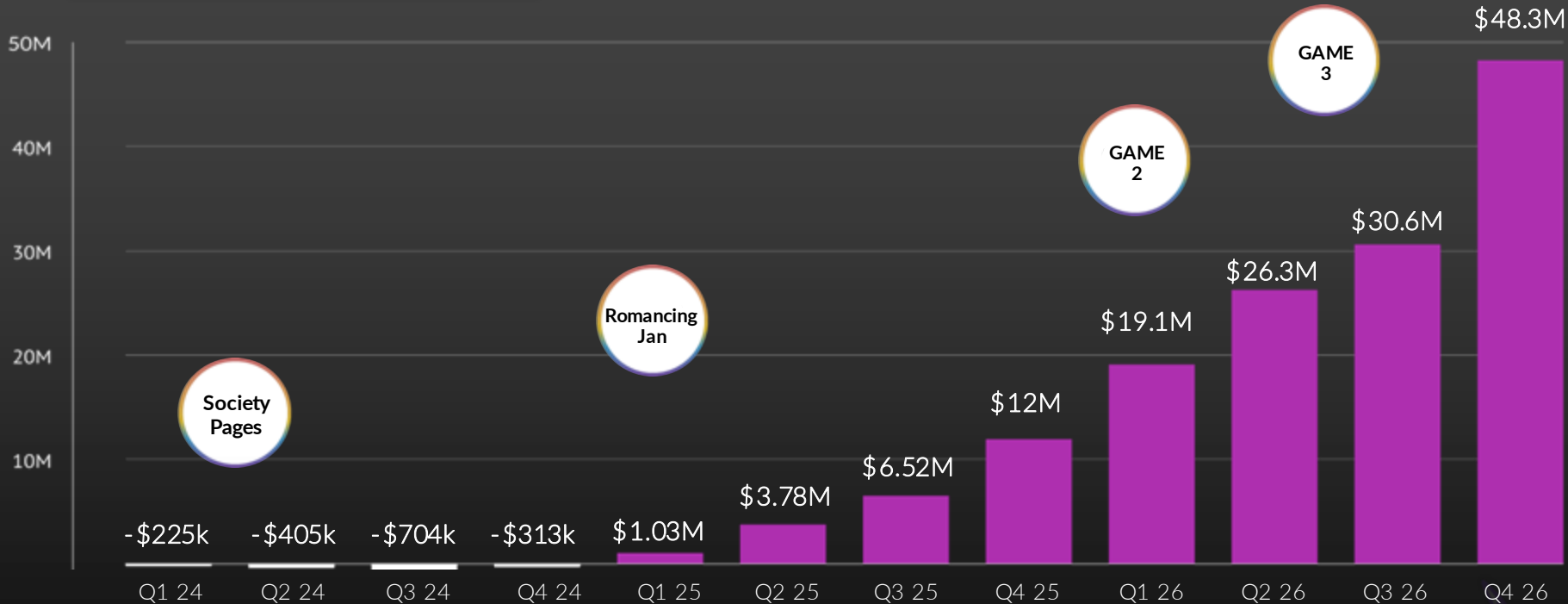
Overperforming Consistently

Highest **7DROAS**

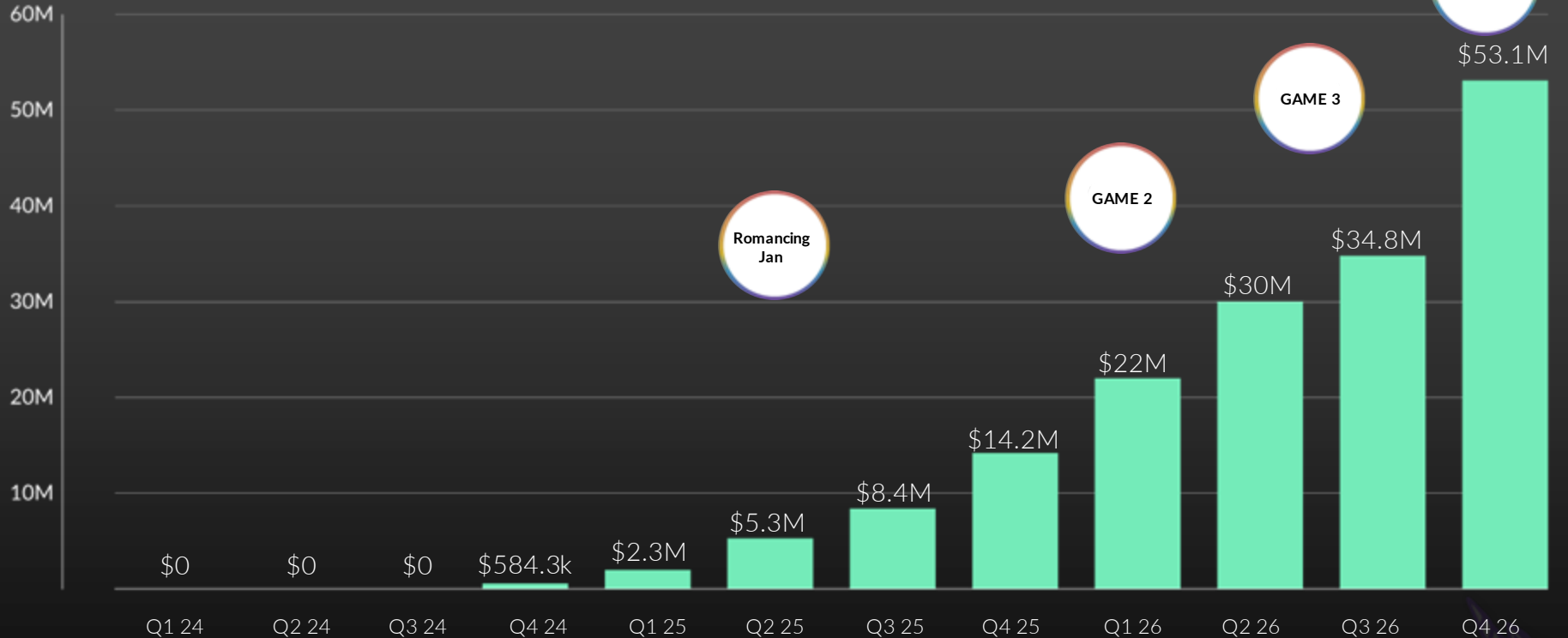
Financials



P&L Projection



QUARTERLY REVENUE PROJECTION



MONTHLY COST PROJECTION

