



July 2025

PITCHDECK

PRESENTATION

“

Play to win. Win for real.

”

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paper-strike.com

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WHERE IS PAPER STRIKE?

+100
Google Play
downloads of the
prototype

Pre-beta
playable
Android &
iOS

+1,000
cumulative
followers on
social media

+500 interested
before the
Kickstarter
campaign





ABOUT THE GAME

Paper Strike is a battle royale mobile game featuring unique characters, where 5 players compete in intense, tactical 3-minute battles to earn real-world rewards based on their skill level.





PROBLEMS



Pay-to-Win

Gamers are turning away from aggressive monetization models. They want to be rewarded for their talent, not for their spending.

Orphan Market

Since Brawl Stars left the Chinese market in 2022, no short-session competitive mobile game has filled this void.

Duration of games

Mobile gamers are looking for short, competitive sessions that are accessible to everyone.





SOLUTIONS



Skill-based rewards

Winners are selected through a ranking system based on in-game performance.

Successor to Brawl Stars

Finally, it offers mobile gamers a competitive, short-session game tailored to the market, capturing the spirit and energy of Brawl Stars.

Short tactical matches

3-minute 5-player battle royales available anytime, as well as team battles.

Paid legal competitions

10% of advertising revenue is redistributed to players through random, legally compliant competitions accessible to all.





PRODUCT OVERVIEW

Paper Strike is a free-to-play mobile game available on Android and iOS. This strategic and competitive battle royale offers quick, three-minute matches where five players compete in real time.

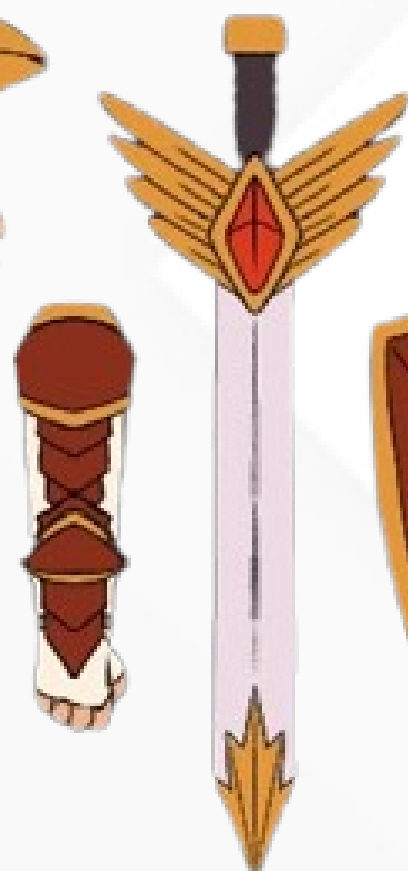
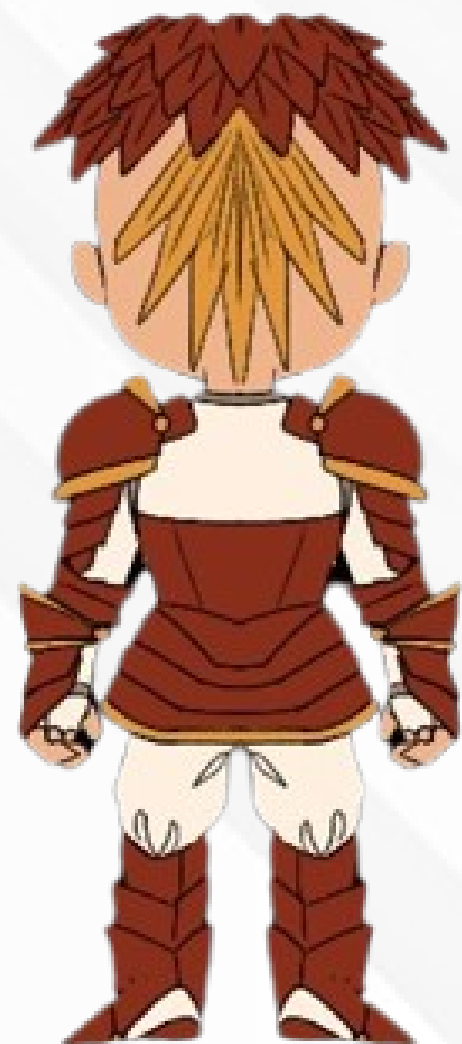


The game features several unique characters, each with distinct skills and fighting styles. The visual universe is based on a dynamic and accessible 3D cartoon chibi style, inspired by the energy of Brawl Stars. Battles take place in varied arenas with changing environments, encouraging movement and adaptation. The gameplay is based on demanding yet intuitive mechanics, centered on endurance, dodging, positioning, and tactics.



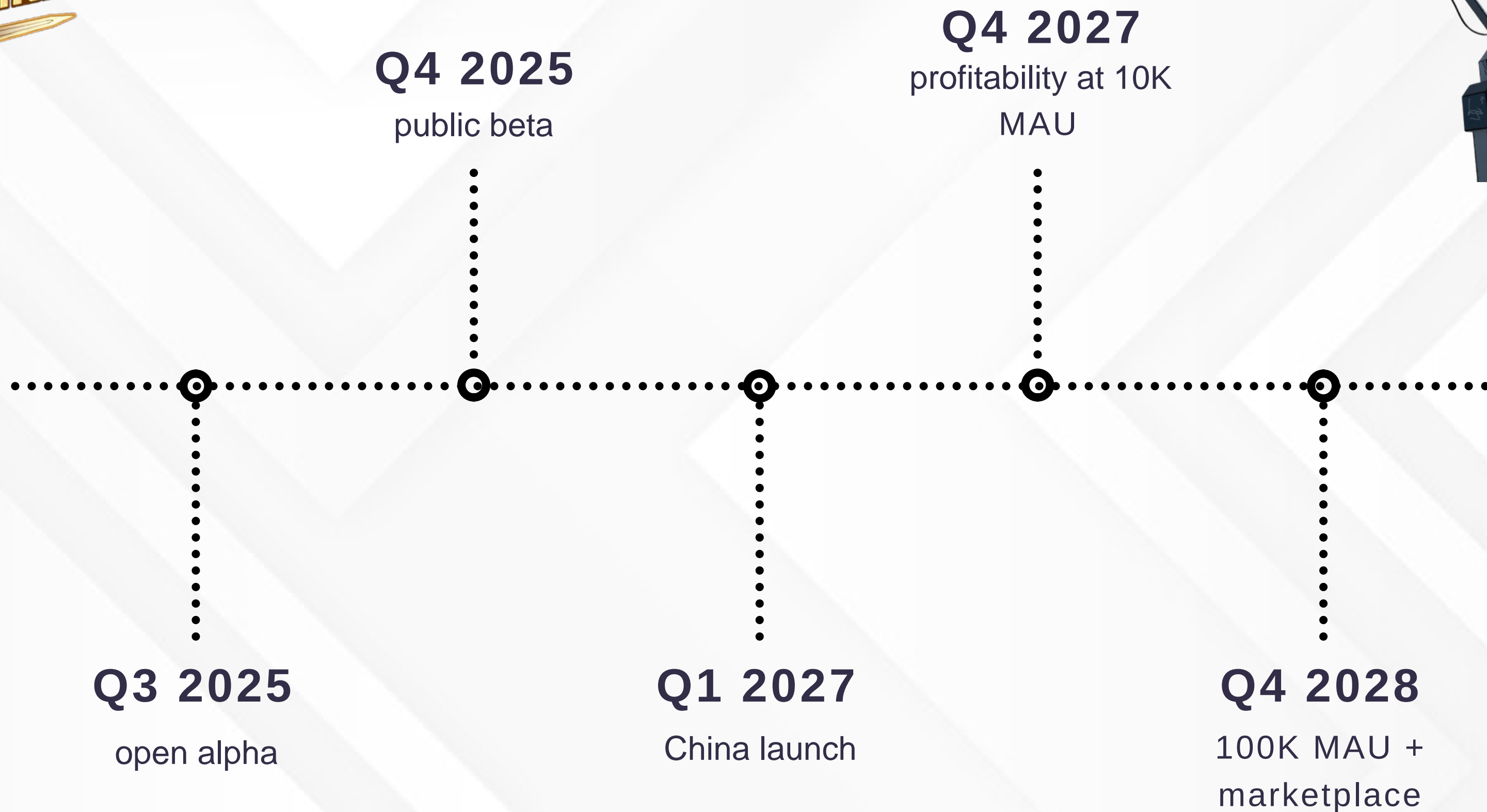


CONCEPT ART





ROADMAP



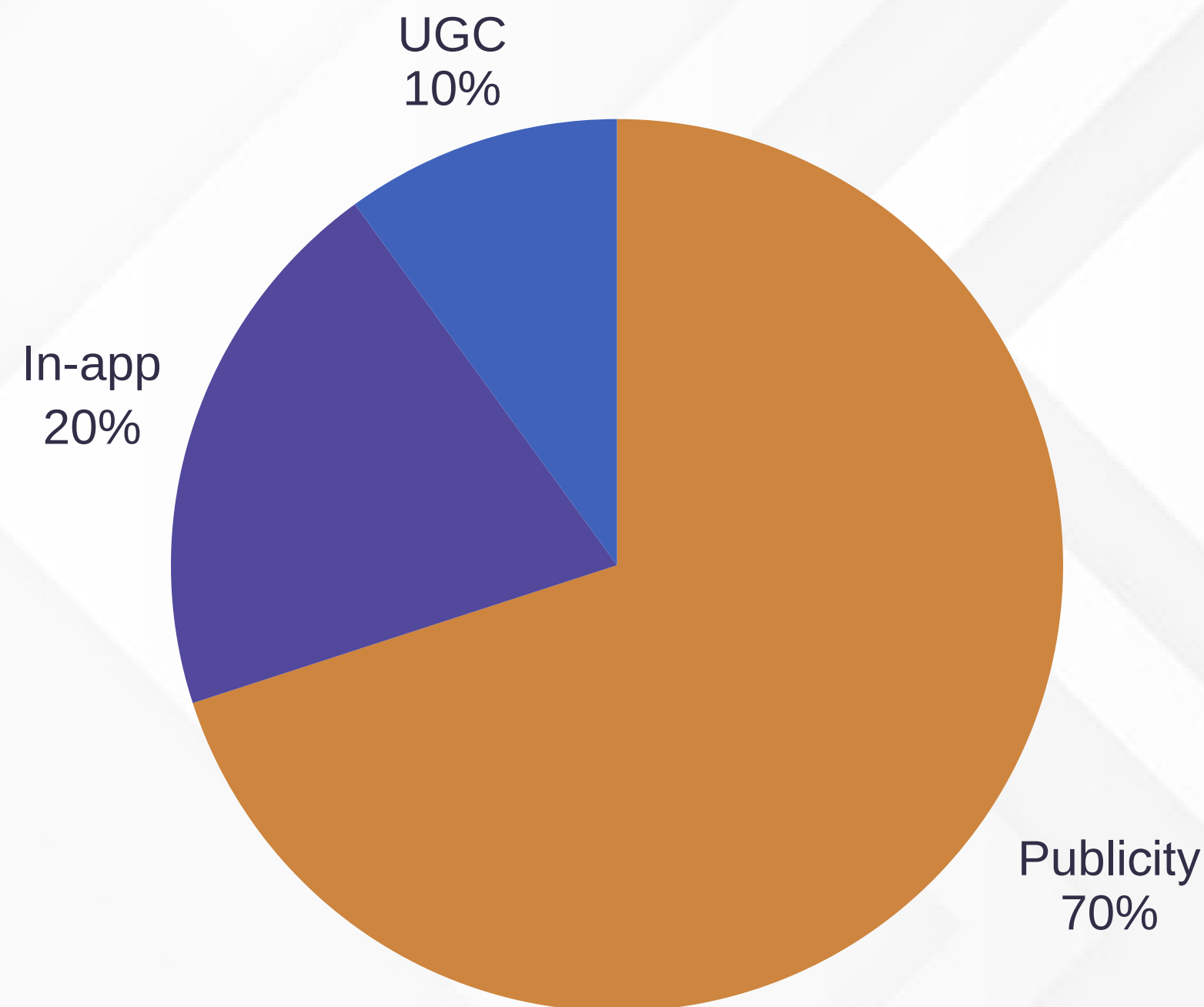


BUSINESS MODEL

Paper Strike combines three complementary monetization levers:

- Advertising (70%) – Rewarded videos and interstitials, with an average eCPM estimated between \$13 and \$20 in the Chinese market.
- In-app purchases (20%) – Skins, season passes, and cosmetic items, no pay-to-win.
- UGC Marketplace (10%) – Sales of items created by players or brands, with a 30% commission.

10% of advertising revenue is redistributed to players via a transparent pool, traceable through blockchain, to reward engagement without resorting to gambling.





MARKET SIZE

With an estimated ARPPU of \$3/month and an advertising conversion rate between 2% and 5%, this segment offers strong monetization potential for high-performing F2P games.

Total Addressable Market (TAM)

345 Billiards \$

Serviceable Available Market (SAM)

62 Billiards \$

Serviceable Obtainable Market (SOM)

62 Millions \$





COMPETITION

Too many games rely on time or chance. In China, as elsewhere, players seek a real reward for their skill. Paper Strike is the answer.

BRAWL STARS

A flagship game for “quick fun”... but withdrawn from the Chinese market. It leaves a void that Paper Strike can fill with a tactical + accessible format.

PUBG MOBILE / HONOR OF KINGS

Ultra popular, but too complex and time-consuming for short sessions. They don't capture "snackable + competitive" players.

NEW ENTRANTS

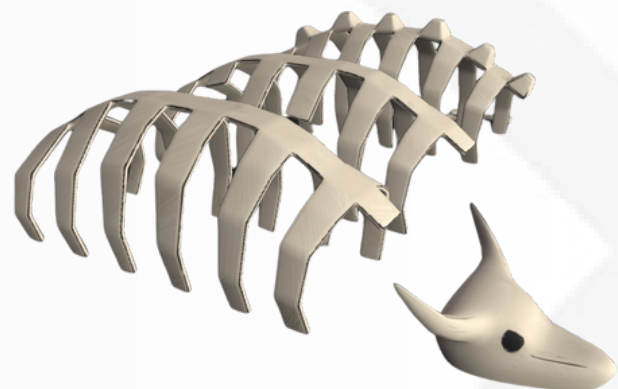
Lots of clones, little innovation.
None offer fast gameplay + real, legal, and traceable rewards.





OUR TEAM

Drawing on their experience and a shared vision, our team members combine expertise and passion to create a unique product. What we develop can only be developed by gamers... for gamers.



Alexandre Hecquet
(Lead Manager &
Artistic Director)



Alex Dahm
(3D Manager)



Viturv Kevadiya
(Technical Manager)



Clément Pauzies
(Marketing Manager)



FINANCES

Profitable by 2027 with 10,000 active players, Paper Strike projects cumulative cash flow of \$436,000 to \$1,157,000 in 2028.

A scalable business model based on advertising, in-app purchases and a UGC marketplace.

Year	MAU	Income	Expenses	Rewards	EBITDA	Cumulative cash flow
2025-2026	1 000	0 - 1K \$	10K \$	0\$	-10K - -9K \$	-10K - -9K \$
2027	10 000	60K - 120K \$	20K - 30K \$	3,5K \$	26,5K - 96,5K \$	21K - 92K \$
2028	100 000	600K - 1,2M \$	100K - 150K \$	35K \$	415K - 1,065M \$	436K - 1,157M \$

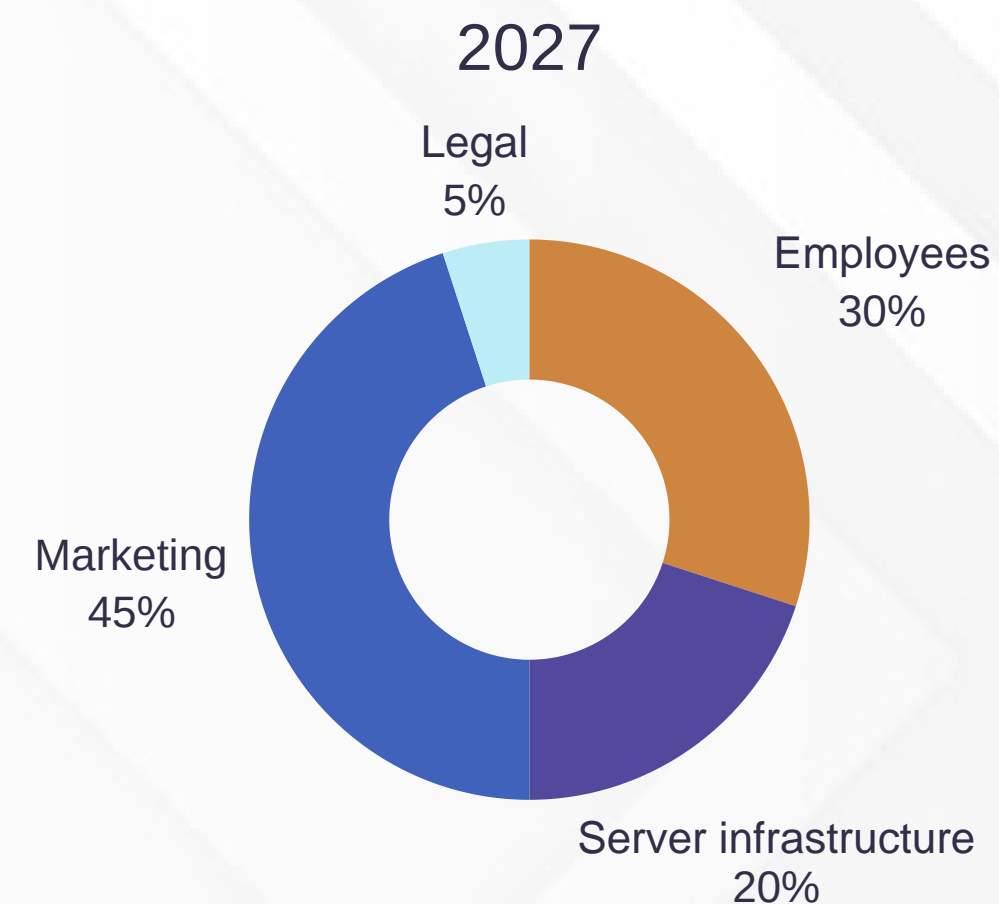
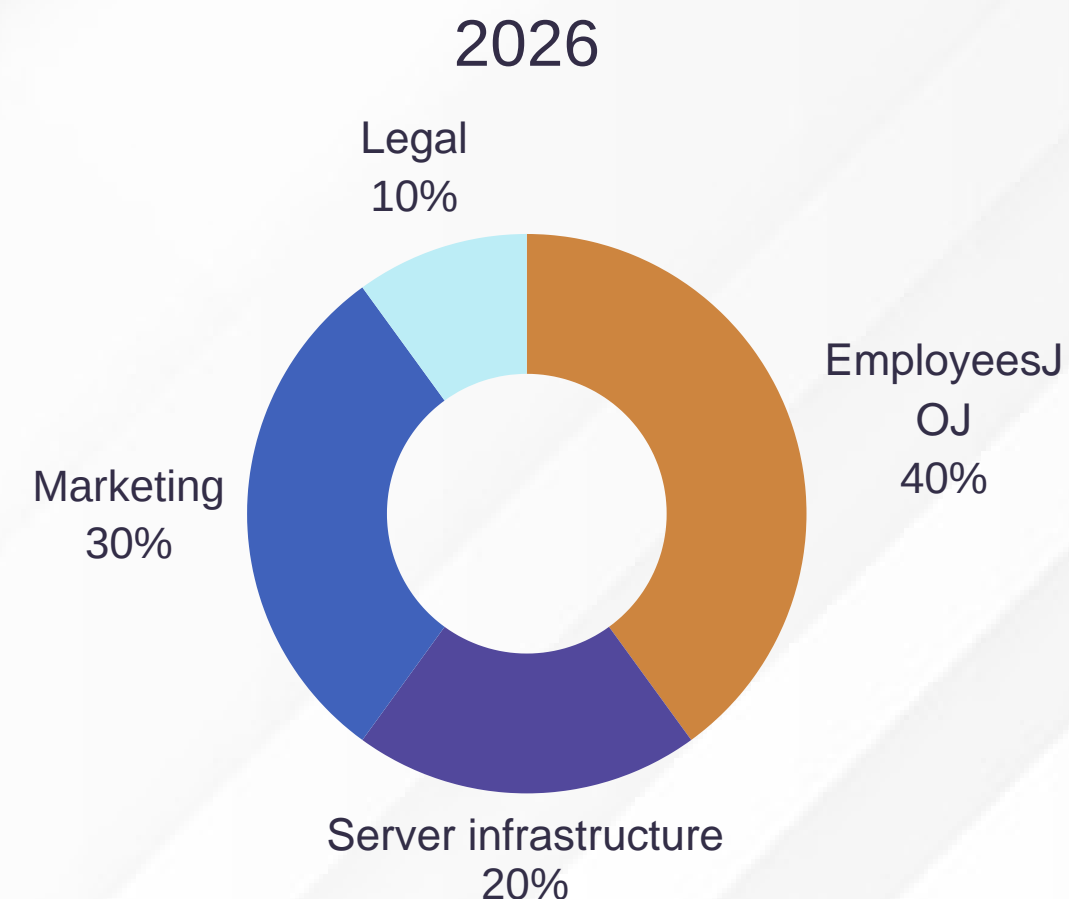


INVESTMENT

We are raising \$300K to \$500K at a pre-money valuation of \$2M to \$3M, in exchange for 10% to 20% equity, to fund the beta, initial launch, and gradual player acquisition.

Estimated return on investment:

- Target ROI > 3x to 5x in 3–5 years
- Projected IRR > 40–60% depending on growth rate





Juillet 2025

JOIN THE
ADVENTURE

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