

# MY PET HOOLIGAN

BRAND ASSESSMENT



# ⚠️ WARNING - READ BEFORE PROCEEDING ⚠️

This deck is information dense. We are going to talk about different player motivation models. We are going to talk about product adoption curve. We are going to talk product design. And then we're going to critique My Pet Hooligan.

The intent is not to **overwhelm**, **incapacitate** or **undermine** (although we are certainly limited by timeline, budget, scope and previously made decisions and communications)

This deck is intended to provide a **player-focused framework** for **decision-making**.

The information contained within is intended to:

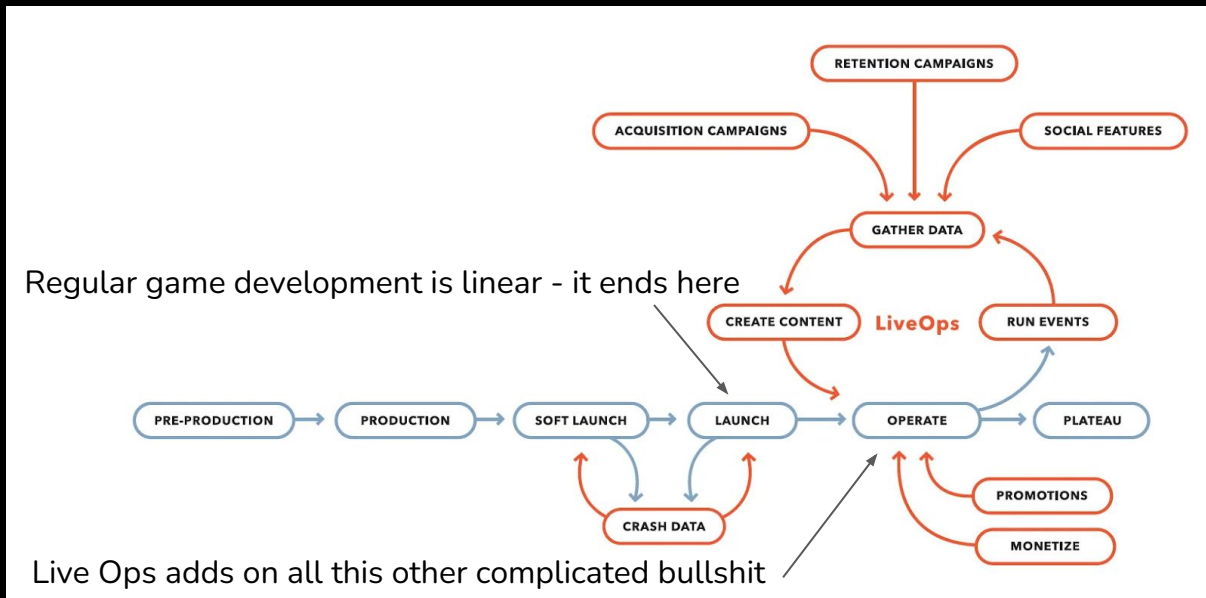
- Contextualize critique
  - Equip us to identify and **mitigate risks**
- Align stakeholders and team to a single **holistic vision**
- Empower the team to develop **intentionally** and **strategically**
- Equip the team with the **knowledge** to ask the right questions
- Outline core issues so we can prioritize achievable, **in-scope solutions**

The *dryness* of this information is exceeded only by its *importance*...it is the foundation of all successful game design.

# THE LIVE OPS CONUNDRUM


Developing a Live Ops video game presents a unique set of challenges that go beyond traditional game development. Many titles have struggled or shut down due to a combination of design, operational, market, and business factors.


By January 2025, Sony alone had shut down or canceled 8 first party Live Ops titles. Beyond the standard challenges of agile and iterative game development, here are some challenges unique to Live Ops:





This has been a major industry problem since at least 2023


- [Exhibit A](#)
- [Exhibit B](#)
- [Exhibit C](#)
- [Exhibit D](#)
- [Exhibit E](#)


 **Unclear Identity or Market Positioning** - A Live Ops game needs a clear hook and strong initial identity. Most Live Ops players are already loyal to a single title - your product needs to give them a reason to choose it over Fortnite or League of Legends, and most *simply don't*.

 **Scalability and Longevity** - Reliable servers, low latency, and scalable architecture are essential. Live Ops games require long-term financial commitment and support from leadership, financiers or publishers. Live Ops and maintenance requires a different mindset and process compared to early development, and some teams may not be equipped to pivot or balance the variable needs during different parts of the product life cycle.

 **Community Management and Social Features** - Toxicity, cheating, and lack of social features kill engagement. Live Ops needs strong moderation and community feedback loops.

 **Retention and Player Lifecycle Management** - Balancing onboarding, midgame progression, and endgame content is key to retaining new, returning, and core players. If your product doesn't hit a certain concurrent player threshold, if the matchmaking segments the audience, doesn't provide robust offline features, support crossplay, or provide seamless matchmaking...the product is likely to fail.

 **Continuous Profitability** - Live Ops titles must provide sustained monetization to support ongoing development, while also remaining fair, balanced and attractive to the player. On top of a continuous monetization lifecycle, the product must have a robust, thoughtfully designed economy with purchases that provide *genuine value* to the user.

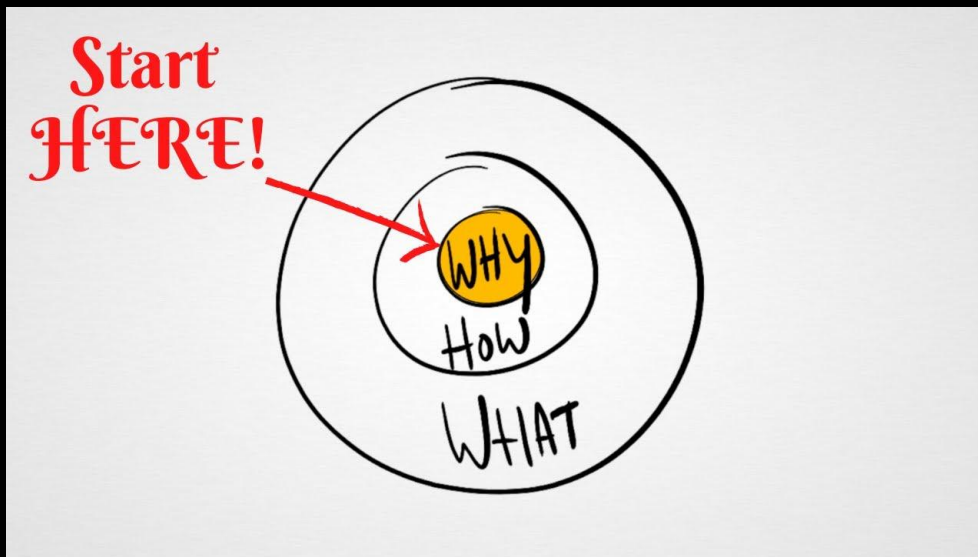
 **Sustainable Content Pipeline** - Players expect regular updates on a regular cadence, with new content that is a mix of both familiar/predictable and innovative/novel. Your pipeline has to be *tight*.

# START WITH WHY

If you are advocating for including a piece of content and you cannot answer “Why am I making this, what purpose is it serving, what goal is it achieving, what systems is it supporting, and who is going to care about it?” then either:

1. This content doesn't matter (and you should probably consider cutting it)
2. You don't understand some core component of your game or audience

Neither are great.



# PLAYER MOTIVATIONS - ARCHETYPES

## What are they?

[Quantic Foundry's model](#) is based on the idea that player enjoyment comes from **fulfilling psychological needs**. The model is built on six core motivation clusters, each with subcomponents, drawn from psychology and refined through empirical data. These aren't arbitrary categories - they're meant to reflect how and why people engage with games, beyond just genre preference.

## Why is it important?

Games don't need to appeal to everyone, but they *do* need to know who they are appealing to. This model helps shape your game's identity and mechanics intentionally, which in turn informs marketplace positioning and public messaging. A game that doesn't properly identify player motivations and design systems with these motivations in mind will be more prone to player churn and retention issues.

## How does this model inform decision making?

This model provides a framework for **fantasy-fulfillment** - while surface-level aspects (such as genre or art style) may provide a **Hook**, player motivations are the core of the **Anchor**. Designing features that feed specific player motivations ensures that players will engage with a product long-term.

# PLAYER MOTIVATIONS - 6 ARCHETYPES



## Action

"Boom!"

### Destruction

Guns. Explosives.  
Chaos. Mayhem.

### Excitement

Fast-Paced. Action.  
Surprises. Thrills.

## Social

"Let's Play Together"

### Competition

Duels. Matches.  
High on Ranking.

### Community

Being on Team.  
Chatting. Interacting.

## Mastery

"Let Me Think"

### Challenge

Practice. High  
Difficulty. Challenges.

### Strategy

Thinking Ahead.  
Making Decisions.

## Achievement

"I Want More"

### Completion

Get All Collectibles.  
Complete All Missions.

### Power

Powerful Character.  
Powerful Equipment.

## Immersion

"Once Upon a Time"

### Fantasy

Being someone else,  
somewhere else.

### Story

Elaborate plots.  
Interesting characters.

## Creativity

"What If?"

### Design

Expression.  
Customization.

### Discovery

Explore. Tinker.  
Experiment.

Do you know which Archetypes we are trying to target, and do you think we are doing this successfully? More on this later!



# PLAYER MOTIVATIONS - 6 ARCHETYPES

## Action-Oriented Players

- Fast-paced combat, explosions, power fantasy.
- Scoreboards, twitch reflex mechanics, bullet time.

## Mastery-Seeking Players

- High skill ceilings, puzzles, challenging AI.
- Systems with depth: e.g., parrying, combo timing, economy balancing.

## Achievement-Focused Players

- Progress bars, trophies, gear tiers.
- Complex quest chains, rare items, hard-to-get achievements.

## Immersion-Focused Players

- Deep lore, environmental storytelling.
- Dialogue choices, memorable characters, moral nuance.

## Social Players

- Cooperative mechanics, clan systems, voice/text chat.
- Raids, emotes, party-based progression

## Creative Players

- Building systems, modding tools, fashion/cosmetics.
- Sandboxes and user-generated content.

In addition to these bullet points, it's also important to consider *intersectional player archetypes*, and to build synergetic systems that satisfy multiple archetypes simultaneously.

- A raiding system might satisfy Achievers (loot), Socializers (teamwork), and Mastery players (difficulty).
- A player housing system might attract Creators, Immersion lovers, and Social players if it's shareable.



| Combined Types  | Motivations               | Design Implementations   |
|-----------------|---------------------------|--|
| 🎯 Acrobat       | Excitement + Challenge    | Fast-paced, skill-based gameplay; mastering movement/combat systems. |
| 🏗️ Architect    | Design + Strategy         | Creative control with purpose; building systems with depth.          |
| 🌻 Gardener      | Fantasy + Completion      | Immersive worlds to slowly explore and complete; rich settings.      |
| ⚔️ Slayer       | Destruction + Power       | To dominate enemies and feel powerful doing it.                      |
| 💰 Bounty Hunter | Power + Strategy          | Optimization, builds, min-maxing; mastery of systems.                |
| 🏆 Gladiator     | Competition + Excitement  | Head-to-head action, adrenaline, and the thrill of winning.          |
| 📖 Storyteller   | Story + Fantasy           | Deep narrative, character arcs, moral decisions.                     |
| 🧠 Strategist    | Strategy + Challenge      | Mental stimulation, long-term planning, and overcoming complexity.   |
| 🎨 Craftsman     | Design + Completion       | To build and perfect; create things and complete them fully.         |
| 🗺️ Explorer     | Discovery + Fantasy       | New worlds, secrets, the unknown, exploration for its own sake.      |
| 👥 Networker     | Community + Customization | To express identity and bond with others.                            |
| 🛡️ Skirmisher   | Destruction + Competition | PvP combat and tactical superiority, to win and wreck.               |

# 🪝 HOOK & ANCHOR 🚢

## Hook

"Why should I try this game?" - This is something that grabs player attention immediately; creates curiosity, excitement, or emotional pull.

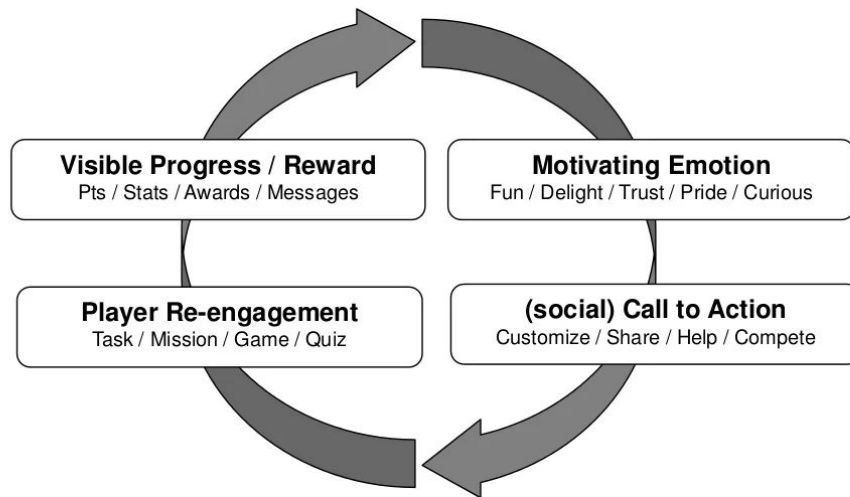
Most important/impactful during marketing, early game and onboarding phase.

## Anchor

"Why do I keep playing this game?" - Keeps players coming back; builds attachment, investment, or routine.

Most important/impactful during mid to late game, provides long-term retention and sustainability.

## Social Engagement Loop



# HOOK & ANCHOR - EXAMPLES

## Combat System Mastery (Challenge + Strategy)

**Hook:** Flashy, stylish combat tutorial (e.g., Devil May Cry, Bayonetta).

- Speaks to Action and Challenge players.
- Works well if the “feel” is satisfying immediately.

**Anchor:** Deep skill trees, hard optional bosses, perfect score rankings.

- These retain Mastery and Bounty Hunter archetypes.
- Design challenge: You must balance accessibility with depth - early systems must hint at late-game complexity.

## Customization & Expression (Creativity + Community)

**Hook:** Let players create something within the first 10 minutes (e.g., character creator or base builder preview).

- Speaks to Creativity, Immersion and Social players.
- Often difficult because it can create decision paralysis or overwhelm.

**Anchor:** Ongoing cosmetic progression, unlocks, social sharing.

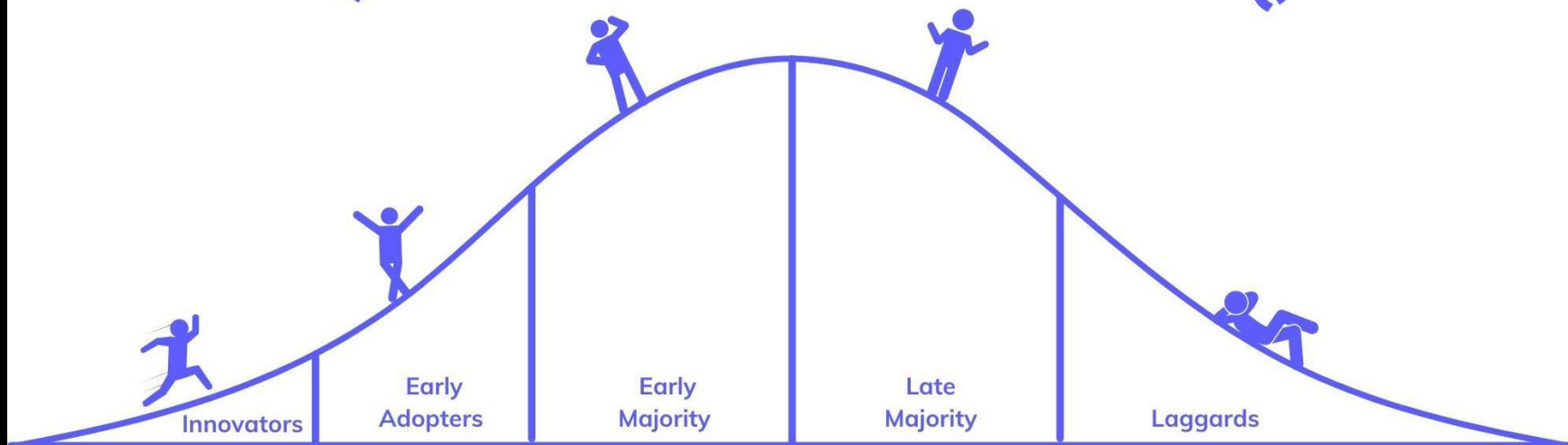
- These retain Architects, Craftsmen, and Networkers.
- Design challenge: Cosmetics need real value - social context, rarity, or expressive flexibility. Otherwise, players don't feel attached.



# PRODUCT ADOPTION CURVE



## The Production Adoption Curve



# PRODUCT ADOPTION CURVE

| Adoption Group | % of Population | Traits                             |
|----------------|-----------------|------------------------------------|
| Innovators     | ~2.5            | Experimental, tech-forward         |
| Early Adopters | ~13.5           | Trendsetters, social influencers   |
| Early Majority | ~34             | Risk-aware, need social proof      |
| Late Majority  | ~34             | Skeptical, want mainstream success |
| Laggards       | ~16             | Resistant to change, habitual      |

The adoption curve, also known as the **Diffusion of Innovation Theory**, visually represents how a product or innovation gains adoption over time. It categorizes users into groups based on their willingness to adopt new ideas, typically into five stages: Innovators, Early Adopters, Early Majority, Late Majority, and Laggards.

The **Product Adoption Lifecycle** isn't just a marketing concept; for live games, it's tightly linked to **concurrency**, **retention**, **social critical mass**, and overall **viability**.

If your game doesn't retain the early adopters long enough to convert the early majority, it flatlines.



# PRODUCT ADOPTION CURVE



Live service games don't just need to be good - they need to maintain a *critical mass*.

You must convert player excitement into *sustained engagement* before you hit churn collapse.

Design your core loop to reward return behavior early, not just at endgame.

Social and meta systems are key anchors - give players reasons to show up, not just reasons to play.

Otherwise you will be at risk:

## Concurrency threshold

- If matchmaking times increase, new players churn fast.
- If player worlds feel “dead,” social systems break.
- Below a certain CCU, your game loses network effects.

## Retention funnel

- DAU/WAU/MAU drop = fewer players to match with or co-op with.
- Lower retention weakens live ops ROI (events, passes, cosmetics).
- Most live games die within 60-90 days if they don't maintain R30 (30-day retention) above ~10-15% (ballpark, genre-dependent).



# PRODUCT ADOPTION CURVE

## MAPPING TO LIVE OPS



| Lifecycle Phase                       | Game Focus/Risk   | Player Type                              |
|---------------------------------------|---|--|
| Innovators (Alpha/Closed Beta)        | Stress tests, core mechanic validation. Players forgive jank.             | Hardcore testers                         |
| Early Adopters (Launch Window)        | Buzz, social hype, influencer support. These players evangelize if wowed. | Streamers, super-fans, brand ambassadors |
| Early Majority (Post-launch, ~3-6 mo) | Need polished onboarding and social proof.                                | Mainstream gamers                        |
| Late Majority                         | Only join once the game is seen as safe, proven, or “everywhere.”         | Cautious adopters                        |
| Laggards                              | Often brought in by F2P pushes, collabs, or platform inclusion.           | Casual/low-engagement                    |





# PRODUCT ADOPTION KPIs



| Metric   | Target Range (Live Ops)                      |
|--|--|
| D1 Retention   | 35–45%+                                      |
| D7 Retention   | 15–25%                                       |
| D30 Retention  | 8–15%  |
| ARPU / LTV (average revenue per user / lifetime value) | Varies widely by genre                       |
| Concurrent User Threshold                              | Genre-specific (e.g., 10k+ for PvP MMO-lite) |

“All the cool kids like goal-setting and data and metrics and analysis”



# BREAK TIME

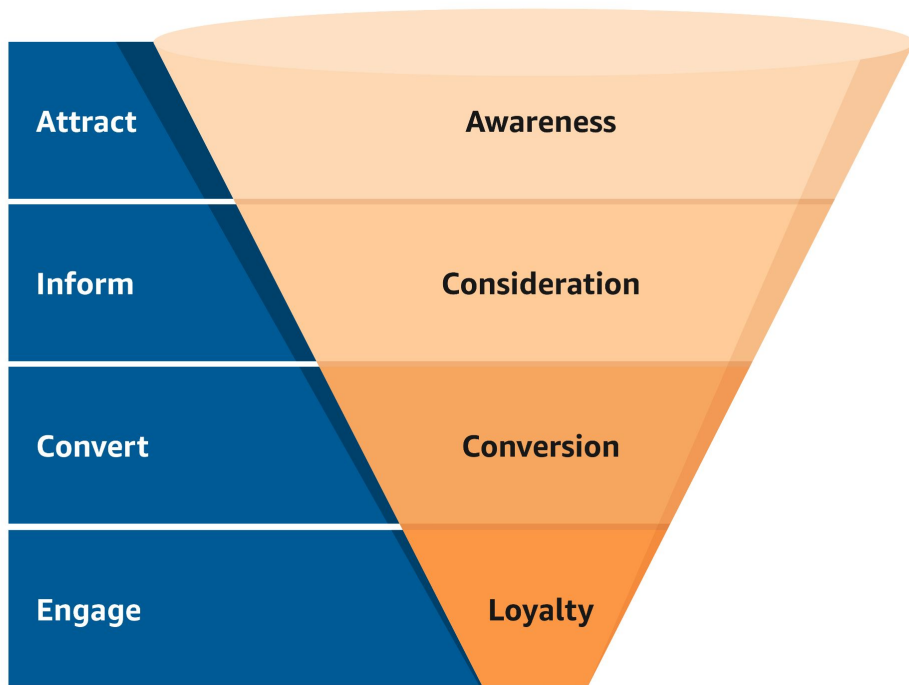
I've had too many text heavy slides in a row, so here are some business cats.

They are having a meeting about Player Motivations. They are very successful, look at how well tailored their suits are.



# ▼ THE MARKETING FUNNEL ▼

## The Marketing Funnel



1 - Awareness: Top of Funnel (TOFU) - Get people to know your game exists

2 - Interest: Middle of Funnel (MOFU) - Get people to care about the game and want to know more

3 - Consideration: Late Middle Funnel - Get them seriously thinking about downloading or buying a game

4 - Conversion: Bottom of Funnel (BOFU) - Get them to buy, download or subscribe

5 - Retention and Advocacy: Post Funnel - Create loyalty and brand ambassadors who convert other players



# LIVE OPS AUDIENCE SEGMENTS



| Segment           | Description   | Motivations  | Effective Features / Tactics   |
|-------------------|---|--|--|
| Core (Engaged)    | High-retention, frequent spenders or loyal fans.                      | Mastery, power progression, social dominance, prestige. Long-term investment in collection or systems. | Competitive modes, meta-game systems, endgame challenges, vanity content, loyalty rewards, community and dev engagement  |
| Active Casuals    | Show up regularly, don't play daily. Light spenders or F2P.           | Consistent, light enjoyment. Enjoy novelty, hate FOMO. Time-restricted but not disinterested.          | Easy-to-complete dailies/weeklies, catch-up mechanics, smart reminders, flexible goal systems, email/SMS nudges, lightly time-gated but generous events.   |
| New Players       | Recently onboarded. Still evaluating if they'll stick.                | Curiosity, social pull, hype-driven onboarding, fast understanding + emotional buy-in.                 | Slick onboarding, early mastery moments (easy wins that feel good), progression breadcrumbs, first-purchase discounts, welcome bundles, influencer referral codes  |
| Churned Players   | Used to play, but stopped recently (voluntary churn).                 | Burnout, confusion, frustration, or content fatigue.   | Re-entry systems: "What's new since you left" digest, simplified login-to-fun pipelines, comeback bundles, emails with updates + incentives, special log-in streaks or calendar rewards for lapsed players |
| Returning Players | Churned before, but have come back. Often event- or nostalgia-driven. | New content, nostalgic re-entry, social pull, want to feel rewarded without feeling behind.            | "Catch-up XP" boosts, fast-track unlocks, scalable content difficulty, re-engagement ads, easy wins, low-friction log-in rewards.  |
| Whales / HVUs     | Big spenders - often overlap with Core but not always.                | Completionism, social clout, aesthetic expression, speedrunning progress.                              | High-value cosmetic bundles, elite passes, status systems (titles, mount trails, profile flair), "show off" mechanics: public displays of wealth/prestige, in-game recognition.                            |



# LIVE OPS AUDIENCE SEGMENTS



| What to Build        | Target Player Types       | Examples  |
|----------------------|---------------------------|---|
| Seasonal Battle Pass | Core + Casual + Returning | Tiered tracks, FOMO cosmetics, flexible reward paths  |
| Social Guild Systems | Core + Casual + Returning | Clan bonuses, shared goals, social retention          |
| Tutorial Redesign    | New + Returning           | Shorter onboarding, skippable cutscenes, fast unlocks |
| Comeback Events      | Churned + Returning       | “Veteran’s Login Calendar,” “We Missed You” bundles   |
| Cosmetic Economy     | Whales + Core + Social    | Rotating shops, rare drops, progression-based skins   |

Live Ops success = managing a living ecosystem of player types, each with different needs. To maximize retention:

- Don’t design just for core players.
- Build content ramps, not just endgame peaks.
- Treat churned players as low-hanging fruit - they already liked you once.



# PLAYER IDENTITIES



## What are identity-based cohorts?

These are groups of players who share **taste** and **emotional goals**. These player audiences self-identify around certain **themes**, **aesthetics**, **genres**, or **values**. Think of them like fandoms or style tribes: they bring expectations, language, and rituals with them.

These groups don't just want a game - they want a space that reflects their **vibe**, validates their **identity**, and gives them **social recognition**. They tend to cluster around things like:

- **Genre** (e.g. horror fans, roguelike players)
- **Subcultures** (e.g. furies, vaporwave aesthetes, military sim fans)
- **Playstyle mindsets** (e.g. roleplayers, griefers, cozy gamers)
- **Aesthetic or theme preferences** (e.g. post-apocalyptic, anime, high fantasy)

## How to target and engage them?

Think of your audience as cultural communities. Target their aesthetics, values, and vibe, not just their motivations.

- **Content Design** - Events tailored to the cohort's themes (e.g. gothic horror for DBD)
- **Art Direction** - Anime fidelity, cozy pastels, hyperrealistic military; fit your niche
- **Customization** - Deep avatar tools = furies, cosplayers, roleplayers thrive
- **Community Features** - Guilds for socializers, competitive ladders for grinders
- **Marketing Channels** - Furry cons, FPS Reddit, horror YouTube = targeted reach
- **Influencer Partners** - Choose niche streamers aligned with the subculture's vibe

# PRODUCT DESIGN - [WHAT, WHY]

## What is Product Design?

Product design encompasses the entire lifecycle of the game as a product, including *market positioning*, *business strategy*, *monetization*, *user experience*, and long-term *sustainability*. This is the “package” that ties the moment to moment gameplay together, and ensures that the game is designed holistically and with market positioning and penetration in mind.

## Why is it important?

- **User Experience:** Ensure a smooth first time user experience (“FTUE”) and provide clear strategy for retention, growth, engagement, feedback and support.
- **Marketplace Viability:** Core to understanding how the game fits into the market, reaches its target audience, predicts revenue models and achieves overall business goals.
- **Scoping and Tasking:** Allows us to properly break down tasks, timeline estimations, outline SoWs, hit our timelines, milestones and deliverables, and clearly delegate tasks.
- **Alignment:** Ensure all internal stakeholders agree about what the game is and that our marketing messaging reflects the true product design. The Go To Market strategy is dependent on our product design!



# PRODUCT DESIGN - [WHO, HOW]

## Who is responsible for Product?

In Agile teams, this is the **Product Owner**. The **Product Owner** can be a visionholder of a specific feature, the overall product, or a portion of the game. They are responsible for understanding the vision, prioritizing tasks, aligning goals, and delivering value to the customer. Product Managers most often live within the Production discipline.

It is usually best if the Product Owner is *not* the same person as the Creative Director - the Product Owner is meant to be a check against blueskying, and ensure that product, business, scoping and timeline goals are met alongside creative ones.

## How do we achieve Product Design goals?

- Design and document strategy, make sure it goes through feedback processes and is greenlit from all stakeholders
- Have a clear feature list and clearly outlined visionholders ("Product Owner") for each
- Give ourselves room in the schedule to collect feedback, iterate on functionality, and pivot as needed
- Ensure our designs are future-proofed for subsequent updates (plan for success!)
- Identify, discuss, and collaboratively mitigate risks
- Ensure marketing messaging and product design are in parity

# GAMEPLAY LOOP

## What is it?

At its simplest, a gameplay loop is: Do → Get Reward → Unlock Next Action → Repeat

But good loops go deeper - they layer challenge, choice, feedback, and progression in a way that's:

- Satisfying in the short term (moment-to-moment)
- Motivating in the medium term (session-level)
- Compelling in the long term (meta-loop or lifestyle)

## What makes a good loop?

- **Clarity** - The loop is easy to understand from the first few minutes.
- **Satisfying Feedback** - Actions feel good: juicy UI, animations, sound, etc.
- **Escalating Rewards** - The stakes and payoffs scale with player investment.
- **Meaningful Choices** - Players feel like they're making smart or personal decisions.
- **Retention Hooks** - The loop sets up "just one more run" appeal.
- **Motivational Diversity** - Supports different player motivations (e.g. mastery, social, creative).

# GAMEPLAY LOOP

## Loop anatomy (3 layers)



**Core Loop** (seconds to minutes) - Action → Feedback → Reward

- The moment-to-moment interaction.
- Must feel fun on its own, even without long-term context.
- Examples:
  - Hades: Dash → Attack → Kill enemy → Get gem → Repeat.
  - Call of Duty: Spot → Shoot → Reload → Kill → XP → Respawn



**Progression Loop** (minutes to hours) - Complete Tasks → Earn Progress → Unlock

- Feeds long-term engagement via growth and goals.
- Needs clear feedback, escalating stakes, and meaningful upgrades.
- Examples:
  - Hollow Knight: Explore → Defeat boss → Unlock ability → Reach new area.
  - Slay the Spire: Build deck → Defeat elite → Get relic → Reshape strategy.



**Meta Loop** (days to months) - Play Sessions → Improve Mastery / Customize / Build Identity

- Often connects to social, economic, or lifestyle systems.
- Examples:
  - Fortnite: Earn skins via Battle Pass → Show off in game.
  - Destiny 2: Raid for exotic loot → Theorycraft builds → Return to harder content.



# RAMPS AND PEAKS



## Content peaks

Peaks are big, exciting, high-difficulty or high-reward moments that usually cater to core players or veterans. If you only build peaks, your best content becomes invisible to most players. If you build ramps, more players feel like they're progressing - which keeps them playing. Without them:

- Casuals feel left behind
- New or lapsed players bounce
- The game feels like its "for whales only"

## Content ramps

Ramps are the onboarding and reboarding structures that help players of all kinds reach those peaks, gradually and meaningfully, without falling off the mountain.

- Ease players back into the game
- Build power, mastery, or confidence over time
- Give players clear direction, not just infinite choice
- Turn aspiration into attainable next steps

## Examples of great ramps

- **Onboarding Ramp** - Guided quests that unlock systems one at a time
- **Comeback Ramp** - "Welcome Back" calendar + catch-up boost
- **Season Pass Ramp** - Early tiers = fast and easy, so players feel momentum
- **Power Ramp** - Smart scaling (e.g. dungeons that match your gear level)
- **Narrative Ramp** - Episodic story that drops weekly and doesn't require grinding
- **Social Ramp** - Guilds that reward light contribution, not just elite squads
- **Event Ramp** - "Warmup" missions before the big boss fight

# WE DID IT!

You are now a certified expert in Player Motivations, Product Adoption Curve and Product Design. Now, let's talk about where Mr. Peabody *succeeds* or *fails*.



# THE MY PET HOOLIGAN PROBLEM

At a high level, My Pet Hooligan's pitfalls boil down to two core foundational issues. Everything is a result or symptom of:

**All Hook,  
No Anchor**

and

**Lack of  
Consistent  
Identity**

# GAME PILLARS

## Explore the City

- Skateboard
- Platforming
- Verticality

## EXPLODE the City

- Weapons
- Destructibles

## Choose Your Faction

- Sample of 3 Faction Options and more

## Compete in Battle

- Competitive
- Tournaments (Prizes)

## Customize Your Hooligan

- Unlock Sick Drip as you progress

## Earn Real World Rewards

- Earn Street Kred for Activities
- Rise up the Leaderboard
- Monthly Competitions with Real World Rewards

These are the **gameplay pillars** that have been internally identified as core to the experience and community. When designing and greenlighting development it's important to not only consider if it supports specific player motivations, but also whether it reinforces the goals of the product - your pillars should be your north star!

Using these pillars as a guidepost, we can extract some areas of focus that would have huge ROI...



# DESIGNING FOR MPH'S GAME PILLARS

## Explore the City

- Reward exploration with secret pickups, missions and paths
- Use weapons, platforming and skateboarding mechanics to discover new areas
- Gate areas of the map behind progression
- Activate/disable certain areas during events
- Missions that guide players to specific points of interest

## Choose Your Faction

- Give Factions meaningful difference in narrative, aesthetic and function
- Encourage cooperation between Faction members through shared goals or guild mechanics
- Give Factions the ability to influence Hooliland City
- Unique NPC characters that represent each Faction
- Allow NFT holders to earn special rank within the Faction

## Customize Your Hooligan

- Exclusive cosmetics for Faction reputation
- Seamless Twitch Vtuber integration
- Custom, personalized graffiti tags
- Long-term goal: modding, Steam Workshop and UGC

## EXPLODE the City

- Make certain changes persistent between updates or matches
- Encourage worldwide/server events that influence the world based on player participation and decisions
- Tie progress, rewards and unlockables into destruction missions
- Encourage chain reaction physics - lean into the cartoon!

## Compete in Battle

- Broadcast rank, skill, experience and tenure to other players (both in and out of game)
- Build winning conditions that rely on skill, strategy and mastery
- Make rewards for winning that are meaningful within the meta
- Minigames/modes that utilize skateboard and spray can

## Earn Real World Rewards

- Merch tie-ins (ie [Makeship](#), [Youtooz](#), [Sanshee](#))
- Community and social media contents (Fan art, fan fiction) with giveaways
- Twitch drops and streamer rewards

# OUR AUDIENCES

## MPH/AMGI's Audiences

- 18-35, mixed gender but skewed male
- US-heavy but with presence in crypto-savvy regions like Philippines, Canada, Korea, UAE
- Game-Dev Hopefuls
- Terminally Online memers
- Web3 enthusiasts
- Content creators
- NFT loyalists and holders
- UE/tech-forward enthusiasts

## Crypto/NFT Audiences

- 20-45, predominantly male (~75%)
- Skews higher income or speculative investors
- Global, especially strong in North America, Korea, UAE, Singapore, Canada, Germany
- Tech and finance-forward
- Art/collectible traders
- Gamer motivations: Play-To-Earn, owned assets, building virtual identities

## Competitive Shooter Audiences

- 16-30, heavily male (~85%)
- PC first, followed by console
- Global with heavy presence in North America, Europe, Korea, Brazil, Southeast Asia
- FPS veterans
- Modding/Creation fans
- Twitch viewers and streamers
- Clans/eSports players
- Sandbox players drawn to emergent tech, player agency

## Cartoon Audiences

- Broad age range, includes both kids and adults
- Mixed gender, although certain types skew male (action) or female (magical girl)
- Global, especially strong in North America, Japan, Korea and parts of Europe
- Strong LGBTQ+ overlap
- Nostalgic millennials/Gen X
- Furrries
- Anime fans
- Terminally Online memers

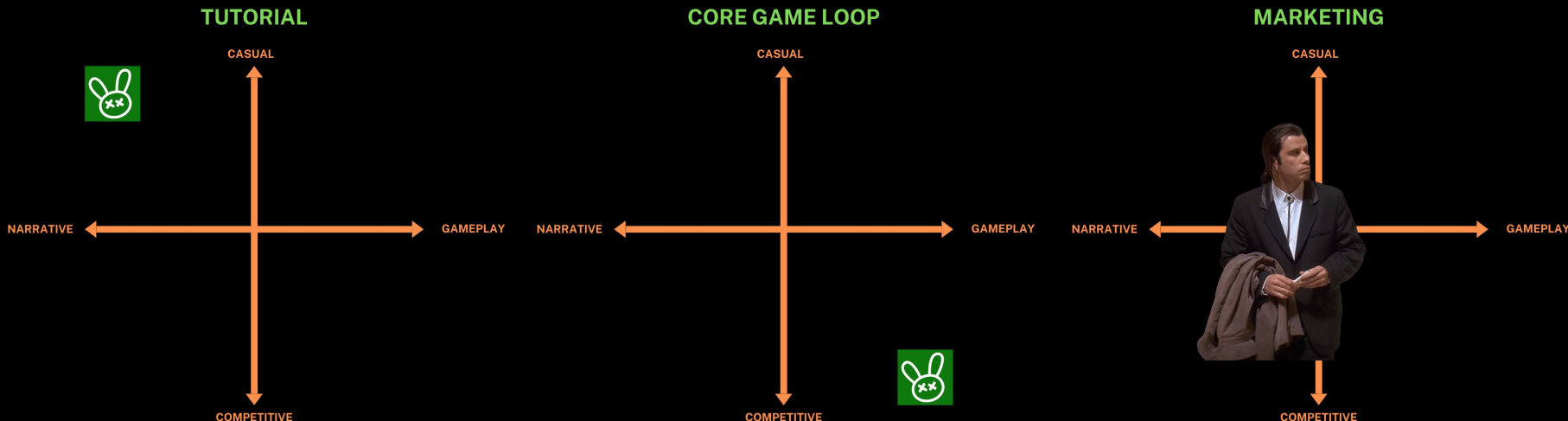
# WHAT DOES THE DATA MEAN?

- The Discord numbers, free downloads and social followers compared to MPH's wishlists, player count, retention rates and units sold implies that **the community is not engaged with the product**
  - Why are they not converting? Where is the failure in this funnel?
    - Did you build a community that doesn't care about games, or just doesn't care about *this* game?
      - The goal with building a community of this scale is that it should be **self-sustaining**
    - Are you failing to deliver on a promise of quality you have set?
    - Are you not providing anchors within the game itself that motivate them?
    - Did you devalue the product by giving it away to too many people for free?
    - Are your current marketing efforts only retargeting existing users who already owns the game vs reaching new potential buyers?
      - My educated guess is "Yes, to all of the above"
- The monetization model is ineffective
  - People only buy cosmetics if customization *matters*
    - FOMO created by time-limited and exclusive rewards systems
    - Showing personal identity in a way that is broadcast clearly to other players
    - Building personal connections to in-game Factions and narrative systems
    - Some manner of in-game, gameplay-relevant impact
- MPH is trending toward imminent failure if the goal is a July Steam launch
  - MINIMUM wishlists to a successful launch is **15-20k**
  - For a game like this, you should be targeting more in the **50-75k** range, ideally
  - The Steam wishlist conversion rate (median) is as follows: Day 1 conversions are ~5%, Week 1 conversions are ~20% and Year 1 conversions are ~60%. For example, with 10,000 wishlists, you can expect around 2,000 sales in week 1.

# WHAT MARKETPLACE POSITION IS MPH COMMUNICATING?

The in-game tutorial, core game experience and marketing are communicating 3 entirely separate and disparate things.

The FTUE and tutorial presents the game as being a narrative-first, casual, PVE single player driven experience. Then, you get dropped into the core game experience, which is a complete 180 - the narrative mostly vanishes into the background, and the game mechanics and genre speak much more to a competitive audience. The marketing isn't communicating *anything*, because MPH *isn't doing any marketing*. The marketing messaging that *does* exist, doesn't know how to position the product, because the product itself doesn't know what it is. ***The product is in conflict with itself.***



# MPH'S IDENTITY CRISIS

There are some things that My Pet Hooligan and AMGI excel at:

- Character-driven narrative **storytelling** with exceptional cartoon **humor**, **voice and tone** (like Gex/Conker!)
- Slick, high-quality polished **art**, **VFX** and **animations**
- Killer **audio design**, **VO**, **SFX** and **music**
- **Kinesthetics**, **physics** and **game feel**

The problem is, instead of making a game in a genre that leans into those strengths, like a single player or co-op linear narrative experience (where users would be more willing to forgive shallow gameplay and systems)...MPH instead opted to make a competitive multiplayer sandbox shooter game, which is *inherently* a **gameplay-first genre**. Competitive multiplayer shooter fans care about:

- Gameplay **balance** with **mechanical precision**
- Deep **progression systems** tied to a **strong meta game**
- Seamless **matchmaking** and a thriving **community**
- Game modes that reward **strategic thinking**
- **Rewards** and **achievement** that communicate **social pedigree**
- Skill **mastery**, **challenge** and **completionism**
- **Novelty** tempered with **familiarity**
- **Customization**, **unlockables** and individual **identity**
- Consistent, clear **communication** with developers
- Satisfying **movement** and **weapons**
- Map and **environmental design**



MPH is currently only doing the bottom two bullet points deeply enough to be effective

# WHO ARE MPH'S CORE ARCHETYPES?

|  |  |  |  |  |  |
|---|---|---|---|---|---|
| Action<br>"Boom!"   | Social<br>"Let's Play Together"   | Mastery<br>"Let Me Think"   | Achievement<br>"I Want More"  | Immersion<br>"Once Upon a Time"   | Creativity<br>"What If?"  |
| <b>Destruction</b><br>Guns. Explosives.<br>Chaos. Mayhem.                         | <b>Competition</b><br>Duels. Matches.<br>High on Ranking.                         | <b>Challenge</b><br>Practice. High<br>Difficulty. Challenges.                     | <b>Completion</b><br>Get All Collectibles.<br>Complete All Missions.                | <b>Fantasy</b><br>Being someone else,<br>somewhere else.                            | <b>Design</b><br>Expression.<br>Customization.                                      |
| <b>Excitement</b><br>Fast-Paced. Action.<br>Surprises. Thrills.                   | <b>Community</b><br>Being on Team.<br>Chatting. Interacting.                      | <b>Strategy</b><br>Thinking Ahead.<br>Making Decisions.                           | <b>Power</b><br>Powerful Character.<br>Powerful Equipment.                          | <b>Story</b><br>Elaborate plots.<br>Interesting characters.                         | <b>Discovery</b><br>Explore. Tinker.<br>Experiment.                                 |

It's too late to pivot to an entirely new genre, so let's double down on what we've got, fill in the gaps, and leverage the aspects that are working to satisfy players who will care about (some *version* of) this product.

MPH is doing pretty well on **Action** - at least in the Core Loop - but everything falls apart in the Progression and Meta Loops (because there really aren't any). Without engaging Progression and Meta Loops, MPH fails to fully capture **Mastery** or **Achievement** focused archetypes. With a story that only substantially exists in the tutorial, and no avenues to influence the world, it doesn't satisfy **Immersion** types. With no gameplay-relevant customization or community systems in place...**Creative** and **Social** types churn, too.

# AUTHENTICITY AND IMPACT OF NARRATIVE

It is important to make something that is *authentic to AMGI* but that also resonates with *greater audiences*. By having an authentic message, it makes the narrative feel grounded and real, and provides consistency of vision and tone.

From the player side, this builds trust and immersion, because they feel like a game was made *for them* and not just to *extract value from them*.

We want the narrative we are creating to not be viewed as a consumerist cash-grab, or seen as a co-opting or appropriation of counterculture.

Right now, MPH provides all the “trappings” of a cyberpunk universe with themes of anti-corporatism and rebellion...

While completely missing the point, or providing any meaningful way for this dynamic to play out. This makes everything feel shallow and insincere, all style and no substance. It looks like cyberpunk, but it doesn't *feel* like cyberpunk.



# AUTHENTICITY AND IMPACT OF MESSAGING

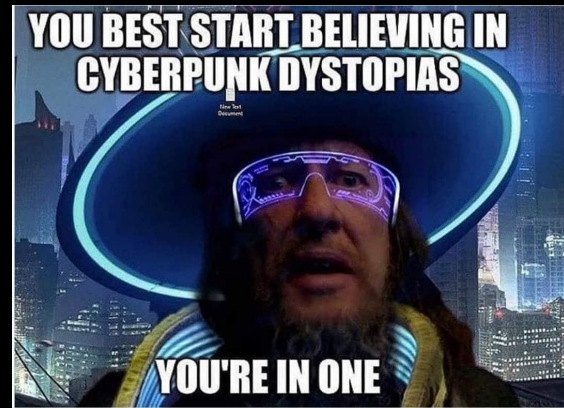
This game does not exist in a vacuum - The timing of it aligns with issues that affect many people within our (target) audience. Cyberpunk and dystopia as genres are meant to hold a mirror up to the world - we are seeing many of its warnings play out in real time

- Billionaires and Corps influencing election outcomes
- No true ownership - loss of both licensing rights, IP and archival history
- Walking back of human rights and environmental protections
- Further oppression of marginalized groups
- Throttling platforms where activists congregate (ie Twitter and TikTok)
- AI illegitimately manufacturing art and music created from stolen assets
- Rise of fascism, right-wing policies and parties across the world
- Loss of media literacy, lack of education
- Increased cost of living and reduced quality of life
- Overconsumption and hyper consumerism under capitalism

The narrative frames a billionaire tech moguls and his robot army as the villains and Hooligans as the rebellious tribal anti-hero punks against authority... But the game is backed by crypto and NFTs. You know who the number one advocates for crypto and NFTs are? Billionaire tech moguls.

This makes the narrative feel disingenuous at best and tone deaf and exploitative at worst. This, combined with the lack of gameplay mechanics that align to the story message, is causing a mess of **ludonarrative dissonance**.

"We sure do hate that Zuck guy. Musk is one of us, though, guys"





# CYBERPUNK AS A PLAYER IDENTITY

**High Tech, Low Life:** Advanced technology coexists with societal decay, inequality, and moral ambiguity.

- **Technological Advancements for the Few, Not the Many** - Cutting-edge innovations are controlled by corporations or elites. Ordinary people may have access to these technologies but often in exploitative or subversive ways (ie hacking, modding, theft, jury-rigging)
- **Wealth Inequality and Corporate Dominance** - Mega-corporations wield more power than governments, dictating policies and suppressing dissent.
- **Moral Ambiguity and Desperation** - People resort to crime, hacking, or mercenary work to survive.

**In Practical Terms: Rebellion Against Mega-Corporations**

- Metazuckbot is the Establishment, Hooligans are (cyber)Punks
- Sleek, high-polished and futuristic technological advancements exist in the world, but aren't the focus of our Hoolis or audience.
- We want to cultivate and celebrate the counterculture, subversives, DIYers and activists

Hooligans should be the gritty, seedy kind of cyberpunk - not the overproduced, polished or glossy side of the genre. I want to use my spray can to blot out surveillance cams, to deface Metazuckbot property, to write missives of rebellion and protest or tag my signature to claim territory! I want to kill Zuckbots and use their parts to craft my own jury-rigged drones that will fight against them! I want to hack into screens and broadcast my own Vtuber model face and counter-propaganda. I want to seize the means of production and steal back our food and disrupt the Metazuckbot supply chain. I want Faction conflicts and turf wars to change the look of the city. I want UGC and modding support so the players can have their own stories play out with Hooliland City as a backdrop.

# ISSUES - SPEEDRUN ROUND

**No analytics** - Unable to accurately and objectively assess what is and isn't working

**Poorly optimized** - Even on mid to high range hardware - for a game that requires fast reflexes, it runs dogshit slow

**Matchmaking** - No quickplay option fragments an already small userbase (difficulty finding sessions means mostly offline play. Players aren't able to even experience the core game as it is intended to be played)

**Moderation** - No chat moderation means toxic players reign supreme and make marginalized players a target

**No personal identity** - Factions are not functionally different and have no gameplay or narrative relevance. Rank, skill, individuality and prestige are not broadcast effectively.

**PVE lacks depth** - AI bots exist mainly a nuisance and space filler. They add very little strategy or function to the world. Offline mode is mostly aimless, with no real objective, story or purpose.

**No progression, rank, mastery, achievement or prestige** - Nothing the player does feeds into any deeper systems. Zero gameplay loop. A new player is practically equivalent to a veteran player in every way. Does not reward long-term investment.

**Overly complex and underdeveloped economy** - Multiple collectibles and currency types with no clear distinction or use case.

**FTUE** - Player enters tutorial without character creator, so has no personal connection to the Hooligan in the story. Tutorial not representative of actual gameplay. Takes too long to experience actual achievement. Many elements are not explained in this tutorial (like pickups, currency, systems), mainly focused on story and universally understood game mechanics (jump, shoot)

# ISSUES - SPEEDRUN ROUND

**No tangible impact** - The player does not visually, narratively or mechanically influence the world in any way. There are no NPCs with personalities or story. Difficult to build any connection to the universe.

**No community systems** - There is nothing in place to encourage a self-driven social aspect. No guilds. No leaderboards. No reason to join a tribe. No true “downtime” zones with minigames, no customizable hubs, no friends list, no environmental settings that encourage and enable non-combat engagement.

**High tech, low purpose** - NFT/Vtuber models aren’t well integrated into the world. Complicated systems with no real payoff.

**Lack of return and retention appeal** - No seasonal or time-limited content doesn’t create a sense of FOMO or desire to return. Churned players feel like they’ve seen all the game has to offer (because they have)

**Not reaching or resonating with core audiences** - Furies, Vtubers, GTA, cyberpunk, cartoon and Toontown Online fans should be prevalent. Game has not reached mainstream appeal. Populated by niche crypto community (when its populated at all)

**Not providing opportunities for Live Ops audience segments** - Nothing for a whale to drop money on, no reason for engaged casual players to become core players, no reason for churned players to return, not reaching or retaining new players effectively.

**Everything is available at the start** - No gated content, no unlockables. Only one map with similar game modes. Nothing to be attained through grind.

**Not effectively broadcasting development** - No roadmap, no live issues kanban board, in-game patch notes do not show date or version number, no Steam community posts, multiple months between blog posts on website...

# THE AMGI BUSINESS MODEL

To date, AMGI has made over 400x the profit in crypto as it has in game sales.

Is My Pet hooligan here only as a way to *provide* and *extract* value from NFT sales, or is the ultimate goal to pivot from the crypto space into pure game development?

Pick a lane.

**Game 1st,  
supported  
by crypto**

or

**Crypto 1st,  
supported  
by game**



*That's all Folks!*

Any questions?