

INCYMO.AI

How to increase your monetization

Increase revenue
of games with AI products

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It hurts 10/10
to find right idea to create
performing ad creatives

100%*

UA Gaming Leads Said

*20 user acquisition leads and managers from gaming
(some of them have \$20M marketing budget)



smartUA

AI-generated Scenarios for
Performing Video Ad Creatives

5

years of algorithms
development

100%

successful cases*

x10

more ROAS from
creatives

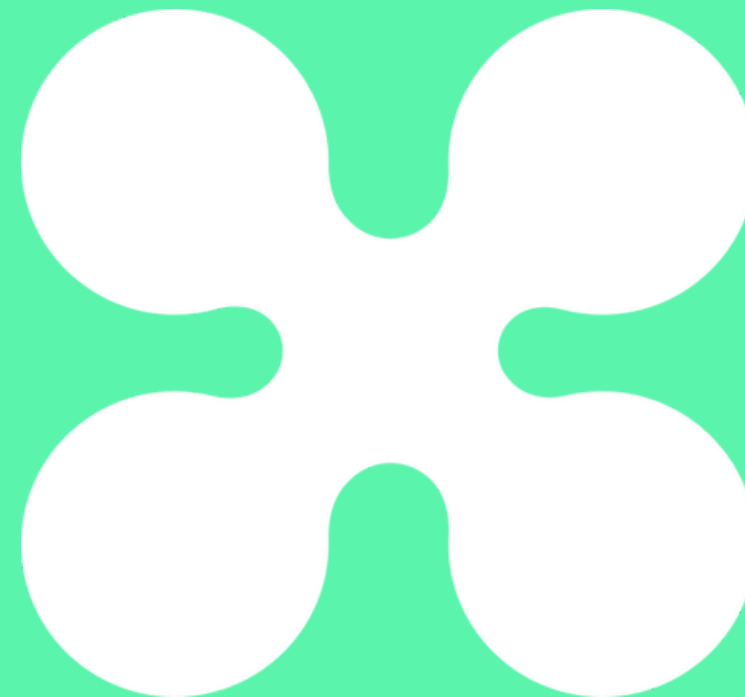
*based on 4 clients



Strong Traction From the Idea Stage since September



Scalable
validated
product



4
clients

15+
more in the
process

SAYGAMES

 **EIDOLON**

AdQuantum

Since December



Considering
investments and partnership



Business Model

per
scenario

199\$

per game
per month

~\$4k



Market in 2023



$$(477,998^* + 1,012,065^{**}) \times \$4k \times 12$$

TAM
\$71.5B

INCYMO.AI market
in 2023

$$600^{***} \times \$4k \times 12$$

SOM
\$28.8M

INCYMO.AI market
in 2023

*<https://statista.com> google play

**<https://statista.com> app store

***based on INCYMO.AI CRM

Growth of the Mobile Games Market



*<https://www.statista.com>**<https://finance.yahoo.com>

Goals for 2023

\$160k

MRR

\$40M

valuation

40

clients

Meet the Team

Advisers



Dima

Founder of Green Grey publisher



Sergey

Director of marketing at Plarium



Michael

ex Product owner at Nexters



Anna

Founder, CEO

2-time founder.
7 years in startups.
Ex-Deloitte, ex-Tinkoff, ex-partner Startech.vc
Advised 100+ startups.
Mentor of startup programs: TechStars, Global Pilots (Microsoft and E&Y)



Deloitte.



Alex

Co-founder, Head of ML

10 years experience in industrial high load, big data and data science systems.
Ex. EPAM, Grid Dynamics (Kohl's, Amazon).
Head of R&D of the largest CIS bank.



Vic

Co-founder, CPO

7 years of work experience in video creatives for games. Worked with 20+ games, created more than 7k creatives. Founded a creative agency of 70 professionals. Iteratively increased customer metrics by 10 times



You can unlock other 12 team members by considering investments in us



We Ask for

⚡ **\$300k in investments**

to reach the KPI from a16z and close round A in 2023

⚡ **Intro**

to CMO/UA from casual/midcore games

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LET'S CREATE
THE MOST VALUABLE
SOLUTION ON THE UA
GAME MARKET TOGETHER!



Roadmap



1

JUN-DEC 2021

Angels round \$500k
Advisers EU/USA/Asia
50+ interviews with game
owners/producers

2

JAN-JUN 2022

Client - match 3
The 2nd game is integrating.
Monetization blog >20k
visitors (marketing channel)

3

JUL-DEC 2022

2nd AI product - smartUA
5 games
\$3.5k MRR

4

2023

Round A
20-40 games in EMEA
\$160k MRR by December

5

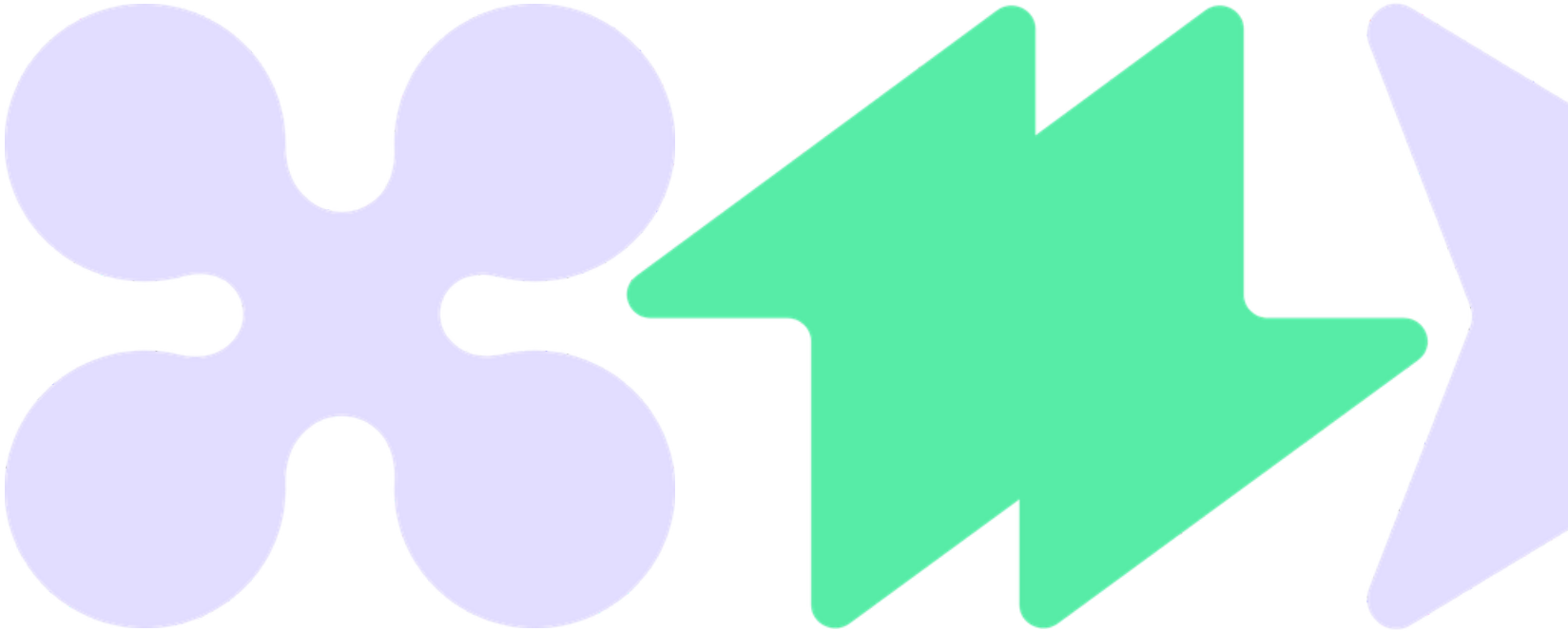
2024

Fast scaling
\$24M annual revenue

6

2025-2030

Monetization AI-solutions for ROAS
and LTV growth for f2p games
Going public through an IPO*



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