

Yuyuto

GAMES

YUYUTO GAMES TEKNOLOJİ A.Ş. 2023

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Game Mechanism

THE WORLD'S MOST COMPREHENSIVE TRADING GAME



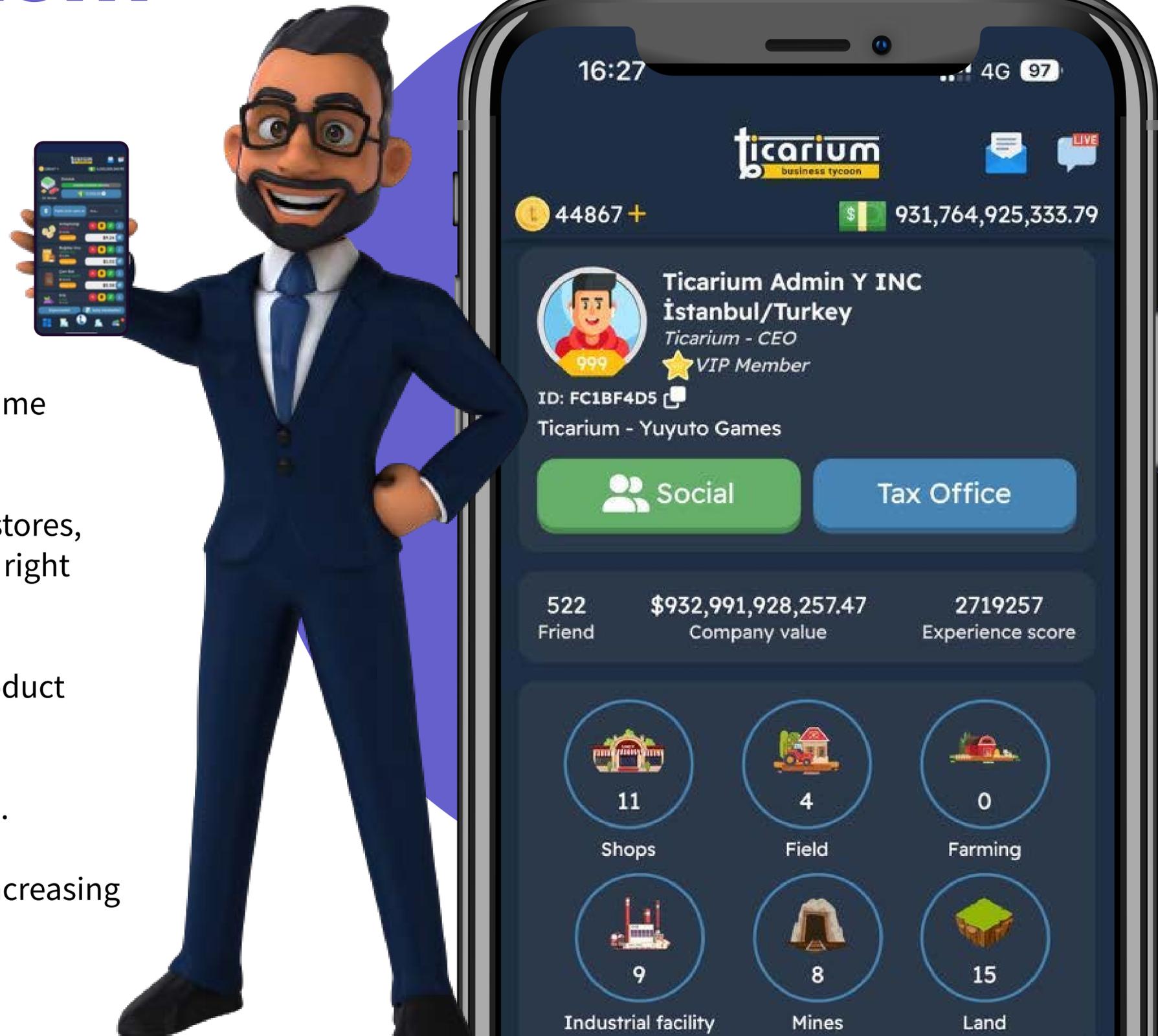
After setting up your company, you can start the game
You start as a "Rookie CEO".

In the game, CEOs sell their products in their own stores,
trying to maximize their profits by establishing the right
strategies.

They develop their products and increase their product
quality in the R&D center.

Additionally, virtual crypto is available in the game.

CEOs specialize and compete with each other by increasing
company values.



Market



We have players from 140+ different countries.



Top 10 Countries: Turkey, USA, Germany, Azerbaijan, Canada, England, Singapore, France, Sweden, Malaysia and Hong-Kong.

Total digital game market size worldwide (Mobile+Console+Browser PC+ Downloaded/Boxed PC Games)

\$184.4MR
TAM

\$92.2MR
SAM

Achievable mobile game market size

\$18MR
SOM

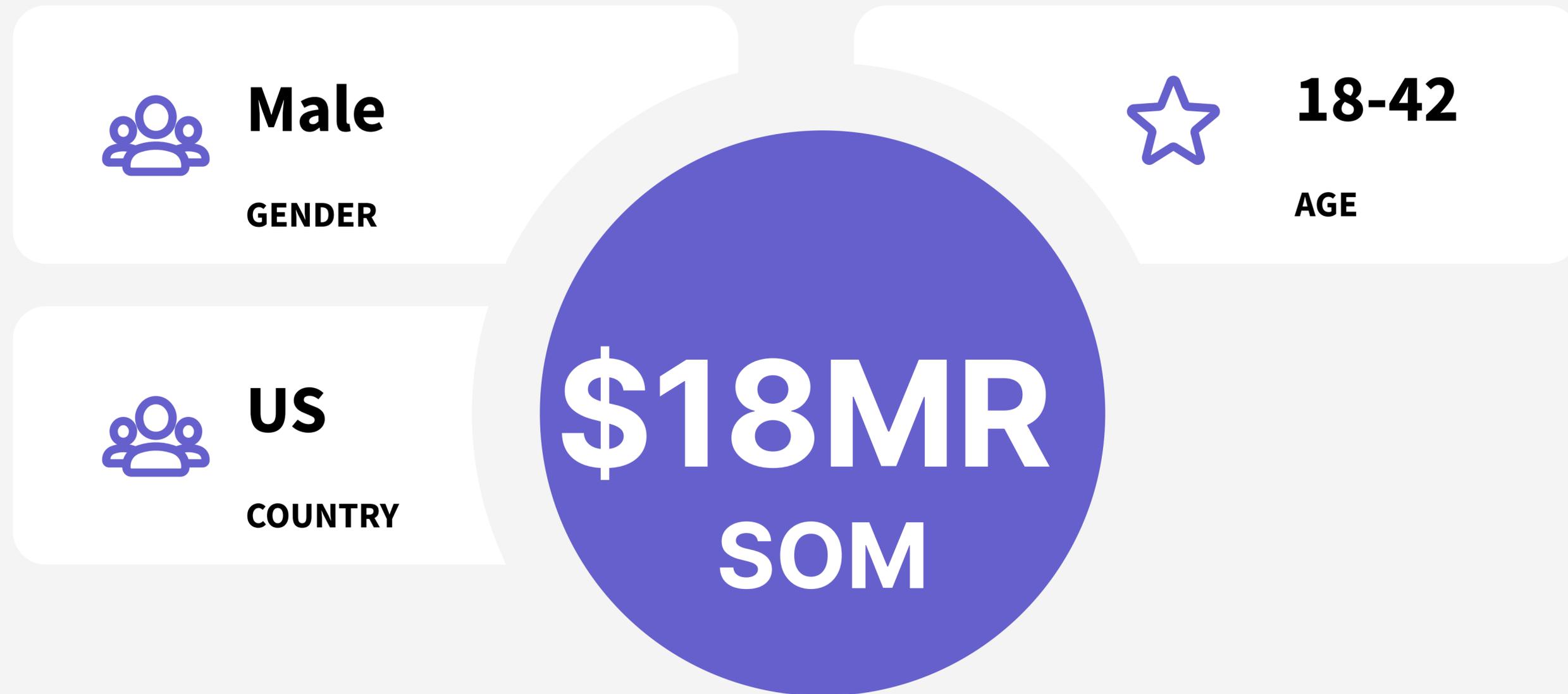
Potential market size that we serve and targeted

\$11MR

Game-Based Learning Market Size



Target Market



The direct market size that we serve and that is targeted (the market of players playing mobile strategy-simulation games).

The target audience in the Ticarium is 90% male, between the ages of 18-42, high school graduates+.

Business Model

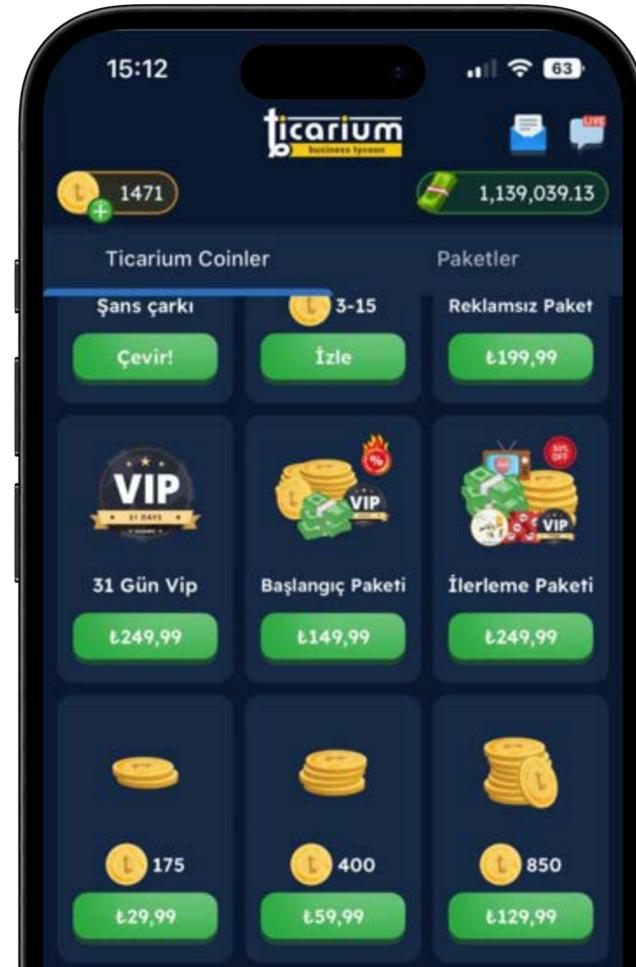


1.

B2C

In-app Package Purchase Revenues

(VIP Pack, No-Ads Pack, Starter Pack, Ticarium Coin)

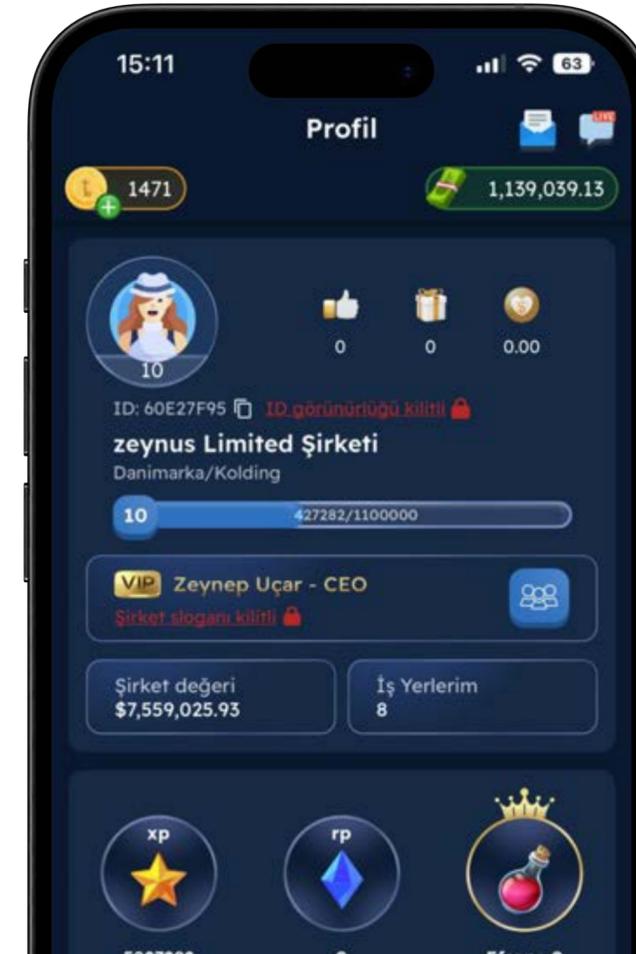


2.

B2C

In-app Ad Viewing Revenues

(There are no mandatory, interstitial or banner ads. There are only 15-30 second rewarded ads.)



Competitor analysis



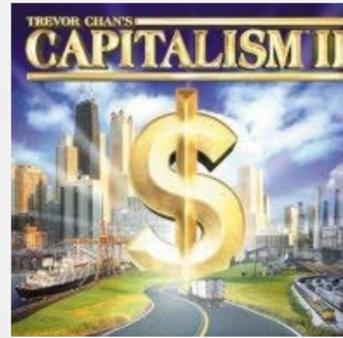
PC Game

1Million+ Downloads

20Million+ Downloads



ticarium
business tycoon



Capitalism II



Sim Companies



***Landlord Tycoon**

Community-Cooperative



Multiplayer



Mobile



Environmental awareness modules



**Landlord Tycoon Received a Total Investment of \$4.2 Million.*

Traction

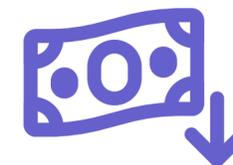


110,000\$+
TOTAL REVENUE



4.3

PLAY&APP STORE SCORE
(3.5K REVIEWS)



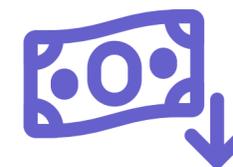
0.8\$

CPI(US-GOOGLE ANDROID)



450000+

TOTAL DOWNLOAD



0.65\$, 0.12\$

CPI(TR-TIKTOK IOS , ANDROID)

Traction



IOS

Android

D-1 RR: **42.6%**

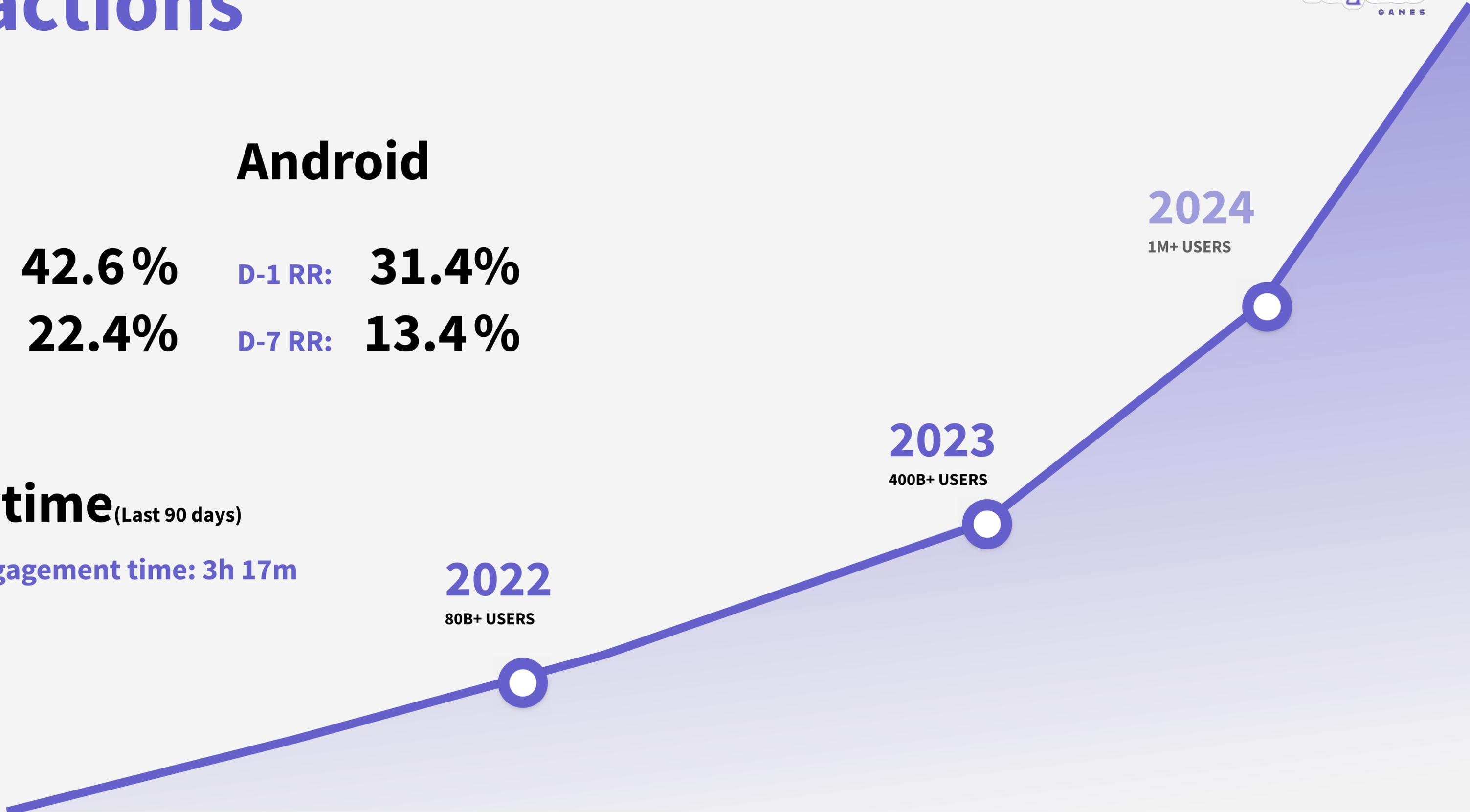
D-1 RR: **31.4%**

D-7 RR: **22.4%**

D-7 RR: **13.4%**

Playtime (Last 90 days)

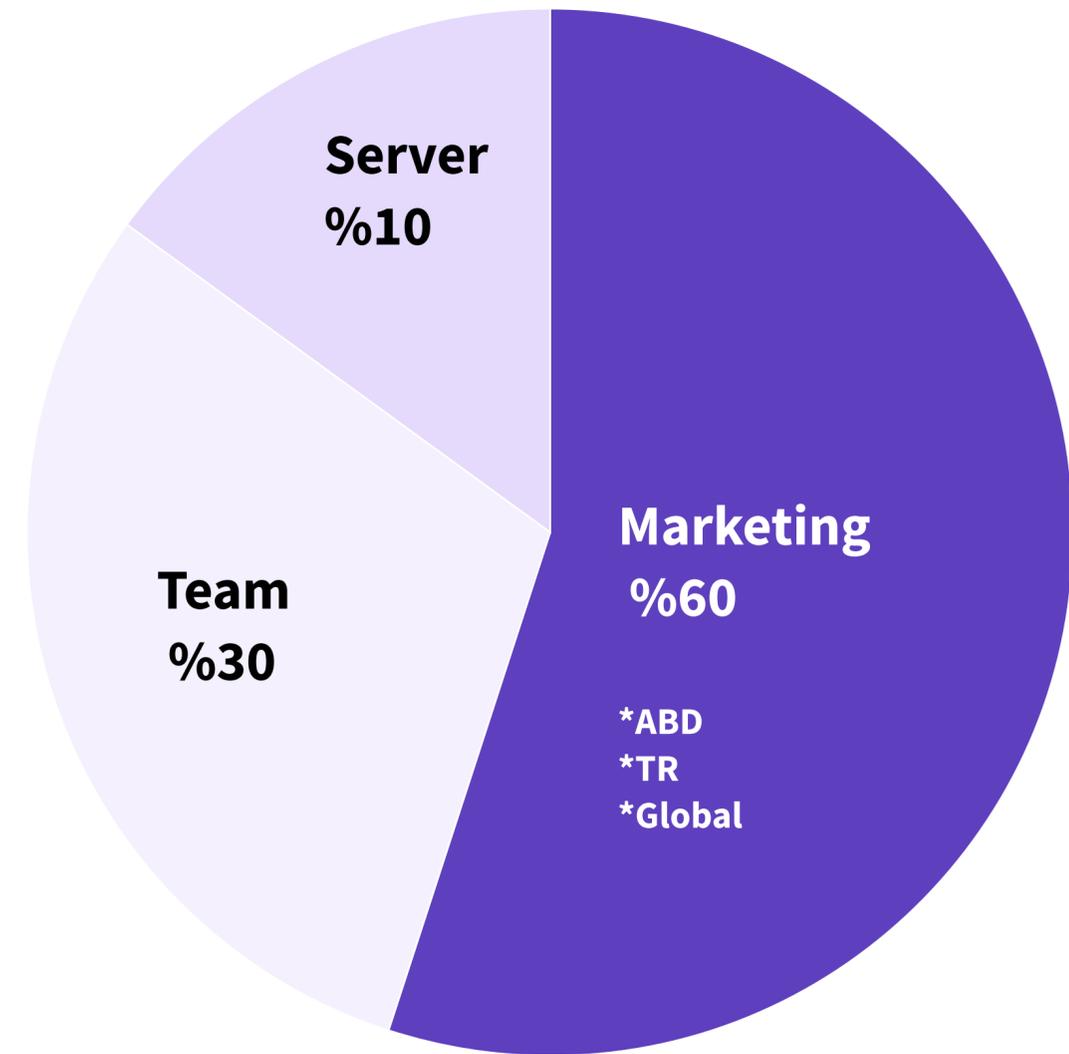
Avg. engagement time: 3h 17m



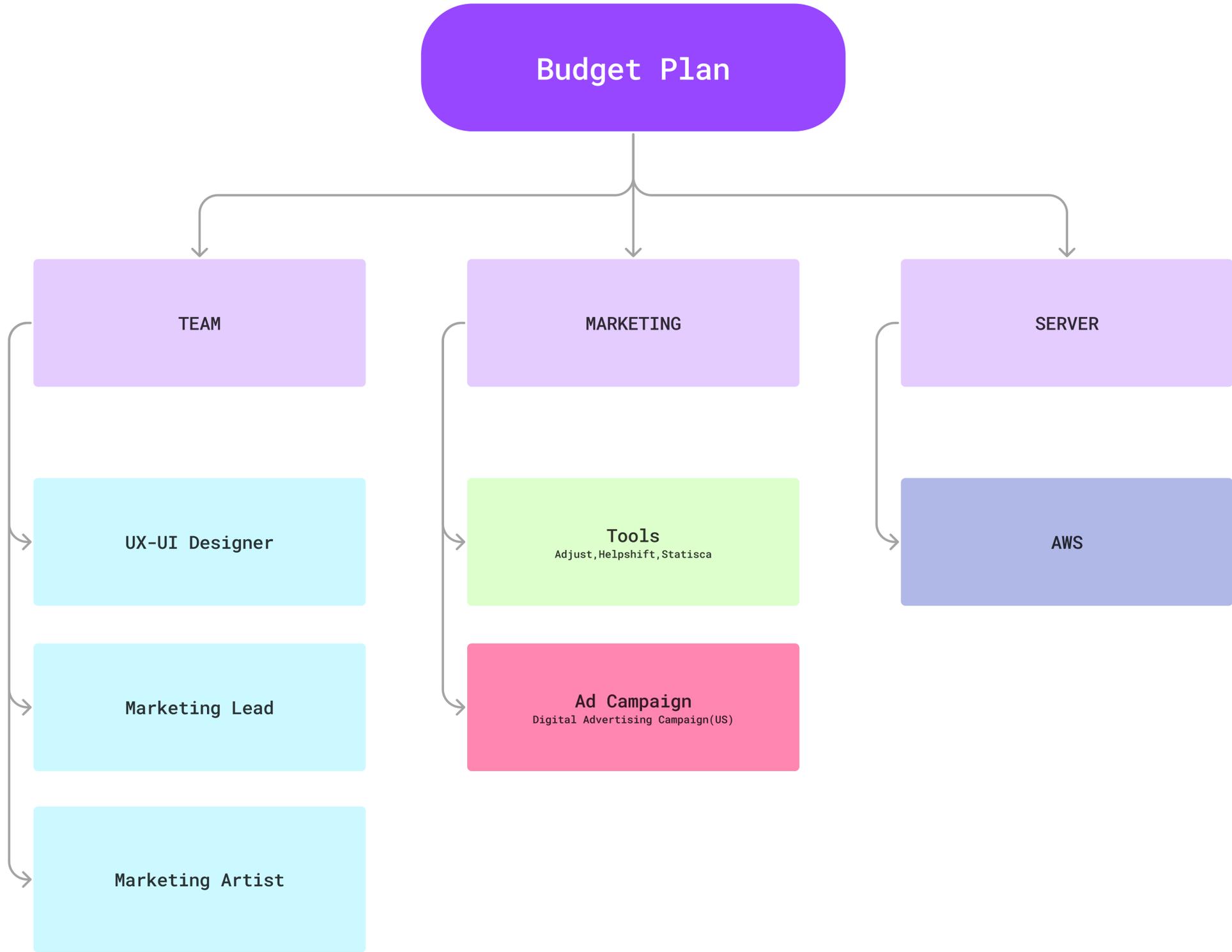
Investment Financials



Investment Request: **\$250,000**
Usage Period: **1 Year**



Budget Plan



Revenue by Years After Investment



Yuyuto Games Bütçe Planı	1. Yıl	2. Yıl	3. Yıl	4. Yıl	5. Yıl
Dolar Kuru	₺30	₺35	₺41	₺45	₺48
Satış Gelirleri	\$817.388	\$3.013.369	\$12.192.195	\$29.253.032	\$49.446.385
Ticarium Uygulama İçi Satın Alma Gelirleri	\$516.063	\$1.596.732	\$5.394.572	\$10.992.996	\$12.216.508
Ticarium Uygulama Reklam Gelirleri	\$301.325	\$898.646	\$2.453.385	\$4.242.180	\$4.738.128
2. Oyun Gelirleri(IAP+AD)	\$0	\$517.990	\$4.344.238	\$14.017.857	\$17.664.434
3. Oyun Gelirleri(IAP+AD)					\$14.827.314
Giderler	\$997.184	\$2.625.520	\$9.286.440	\$24.170.433	\$36.060.471
Brüt Maaşlar	\$284.500,00	\$550.528,00	\$968.880,00	\$1.018.880,00	\$1.332.368,00
Personel Yemek Giderleri	\$20.025,00	\$32.400,00	\$72.789,00	\$87.346,80	\$104.816,16
Telefon Giderleri	\$1.068,00	\$1.728,00	\$4.000,00	\$4.800,00	\$5.760,00
Ulaşım Giderleri	\$6.675,00	\$10.800,00	\$30.000,00	\$36.000,00	\$43.200,00
Mali Müşavir Giderleri	\$6.000,00	\$8.235,00	\$11.529,00	\$14.872,41	\$17.846,89
Hukuk Danışmanlığı Giderleri	\$2.400,00	\$3.600,00	\$5.040,00	\$9.072,00	\$10.886,40
Kira Giderleri	\$18.000,00	\$24.760,00	\$34.416,40	\$50.247,94	\$60.297,53
Ticarium Dijital Pazarlama Giderleri	\$560.000,00	\$1.600.000,00	\$5.200.000,00	\$11.800.000,00	\$13.200.000,00
2. Oyun Dijital Pazarlama Giderleri		\$252.000,00	\$2.755.000,00	\$10.900.000,00	\$13.200.000,00
3. Oyun Dijital Pazarlama Giderleri					\$7.650.000,00
Platform Giderleri (Adjust, Statisca, Helpshift)	\$30.120,00	\$36.144,00	\$46.987,20	\$59.673,74	\$121.137,70
Geliştirme Ortamı Giderleri (Apple Developer Account, Gmail, Adobe Cloud, Figma)	\$4.896,00	\$5.875,20	\$11.750,40	\$14.100,48	\$28.905,98
Personel Ekipman Gideri(Bilgisayar, Monitör)	\$22.500,00	\$44.000,00	\$52.800,00	\$66.528,00	\$93.139,20
Sunucu Konumlandırma ve Destek Giderleri	\$30.000,00	\$35.000,00	\$46.200,00	\$51.744,00	\$76.063,68
Faturalar	\$1.000,00	\$3.250,00	\$11.960,00	\$14.710,80	\$29.862,92
Diğer Giderler	\$10.000,00	\$17.200,00	\$35.088,00	\$42.456,48	\$86.186,65
Toplam Giderler	\$997.184,00	\$2.625.520,20	\$9.286.440,00	\$24.170.432,66	\$36.060.471,13
Toplam Gelirler	\$817.387,89	\$3.013.368,58	\$12.192.194,56	\$29.253.032,43	\$49.446.384,61
Fonlama Gelirleri (Yatırım Hedefleri)	\$250.000,00	\$500.000,00	\$0,00	\$1.200.000,00	\$0,00
DÖNEM KÂRI VEYA ZARARI(\$)	\$70.203,89	\$887.848,38	\$2.905.754,56	\$6.282.599,77	\$13.385.913,48
DÖNEM KÂRI VEYA ZARARI(TRY)	TRY ₺2.106.116,70	TRY ₺31.074.693,30	TRY ₺119.135.936,96	TRY ₺282.716.989,74	TRY ₺642.523.847,16

Performans Analizi					
Satışlardaki Değişim (%)		368,66%	404,60%	239,93%	169,03%
Brüt Kar (\$)	\$70.203,89	\$25.367,10	\$70.872,06	\$139.613,33	\$278.873,20
Brüt Kar (₺)	₺2.106.117	₺887.848	₺2.905.755	₺6.282.600	₺13.385.913
Brüt Karlılık(%)	257,66%	29,46%	23,83%	21,48%	27,07%
Faaliyet Giderinin Satışa Oranı	122,00%	87,13%	76,17%	82,63%	72,93%

EBITDA	₺2.106.117	₺31.074.693	₺119.135.937	₺282.716.990	₺642.523.847
		14,75	3,83	2,37	2,27

Road Map



Full Version
July 2022



ARYA Women
May 2023



**Technopark
Branch
Opening**



Pre-Take Off
September 2023



PRIZE-60,000₺
September 2023
Arya Retreat'23

II. Mobile Strategy Game
Q4 2024



Incorporation
January 2023



**Workup Gaming
İş Bankası**
August 2023



Ticarium v2.
September 2023

Investment
Q1 2024

- Growth of the Team
- Growth in the US Market

**Marketing of
the New Game**
Q1 2025

Co-Founders



YAĞMUR GÖMÜRLÜ

**UX DESIGNER &
INVESTOR RELATIONS**

SOFTWARE DEVELOPER
@TEAMPRO TEKNOLOJİ

CO-FOUNDER @BİRİKTİR

UX DESIGNER @VODAFONE



YUSUF DEMİR

MOBILE DEVELOPER

SOFTWARE DEVELOPER @SDS

CO-FOUNDER @BİRİKTİR



YUSUF E. EFE

BACKEND DEVELOPER

SOFTWARE DEVELOPING EXPERT
& BI EXPERT @PANASONİC

IT MANAGER @SDS



TOLGAHAN İ. ERDOĞAN

GAME DESIGNER

E-COMMERCE DIRECTOR @ZENİT

FULLSTACK DEVELOPER @SDS



Team



ZEYNEP UÇAR

UX/UI DESIGNER



A. DAMLA PEKGÖZ

MARKETING CONSULTANT



AHMET YÜKSEL

MARKETING ARTIST



Advisory Board-Our Mentors



**PROF. DR.
ABDURRAHMAN
AKYOL**

**ASELSAN ACADEMY
DIRECTOR**



TURGAY ÇAVAŞ

**HEAD OF FINANCIAL
INSTITUTIONS**



FULYA AKKAŞ

GROWTH MANAGER



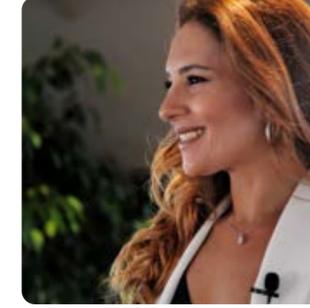
**ZEYNEP UZUNKÖK
ATAŞ**

MANAGING DIRECTOR



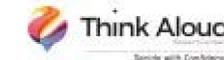
MURAT ÇAKIR

**GENERAL MANAGER,
INVESTOR**



ESRA BAYKAL

**BRAND PURPOSE
CONSULTANT**



LOKMAN ÖKTEN

**SVP, CORPORATE
INNOVATION & PROJECTS**



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15:10

Lojistik Depo

1471

Doluluk

97704 / 250000 (39.08%)

5. Seviye

15,609.00

Armut

0 KG

10.0%

Satışa Açık

Hepsi

Ayakkabı Boyası

0 ADET

10.0%

Satışa Açık

\$0.97

Baklava

0 KG

10.0%

Satışa Açık

\$2.42

Beslenme Çantası

0 ADET

10.0%

Satış Hareketleri

\$10.59

Farklı ürün satın al