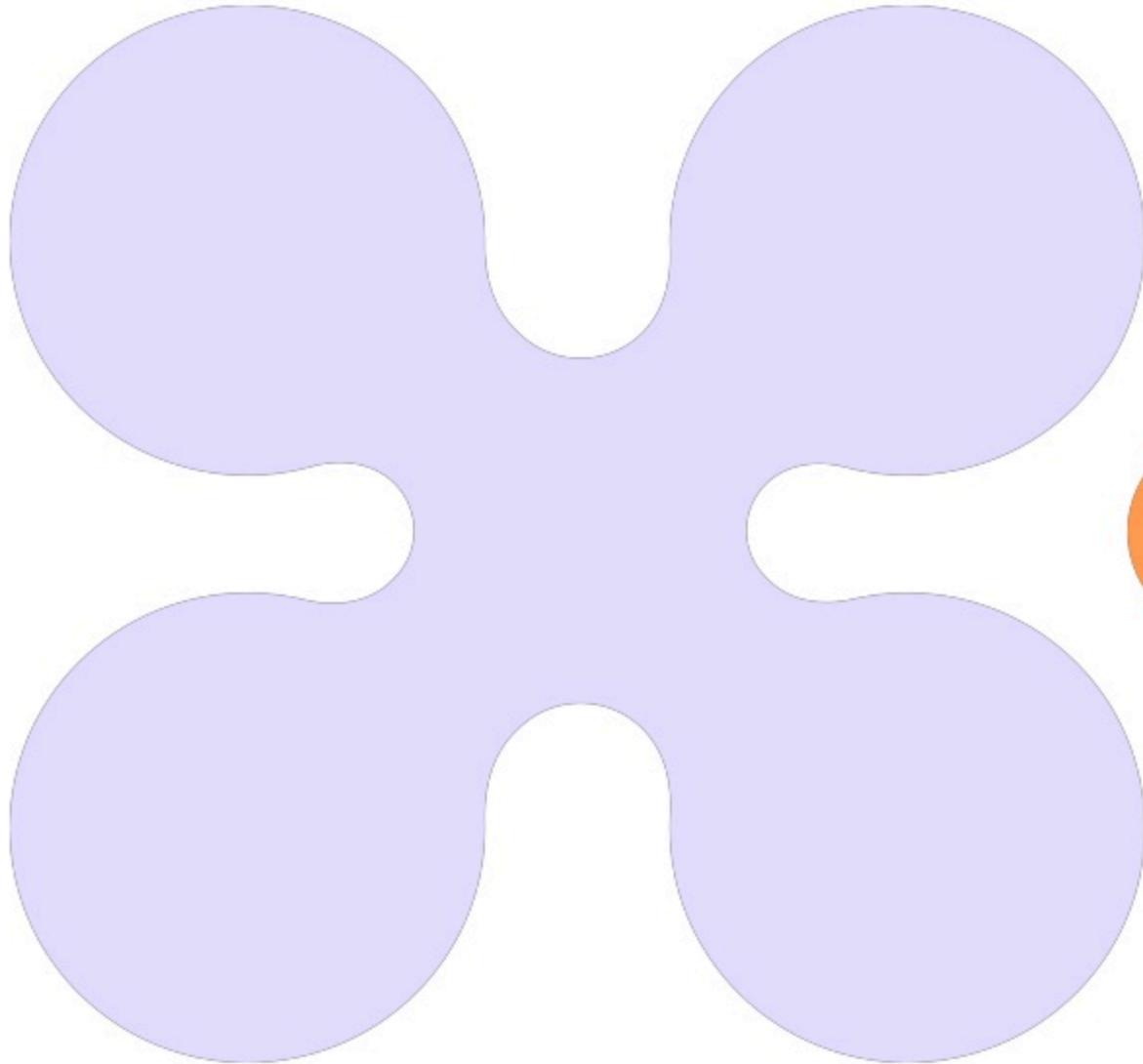


INCYMO.AI

How to increase your monetization

Increase revenue
of games with AI products



Anna Zdorenko Founder & CEO
E-mail: ceo@incymo.ai
LinkedIn: Anna-Incymo
Website: incymo.ai



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*

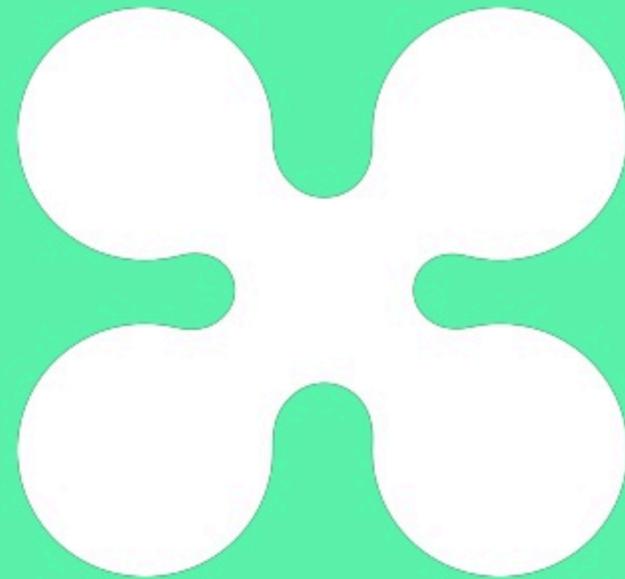
x10

more ROAS from
creatives

*based on 4 clients



Strong Traction From the Idea Stage since September



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



Google Play



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

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.



 Grid Dynamics



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

playrix



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

Anna Zdorenko Founder & CEO

E-mail: ceo@incymo.ai

LinkedIn: [Anna-Incymo](#)

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

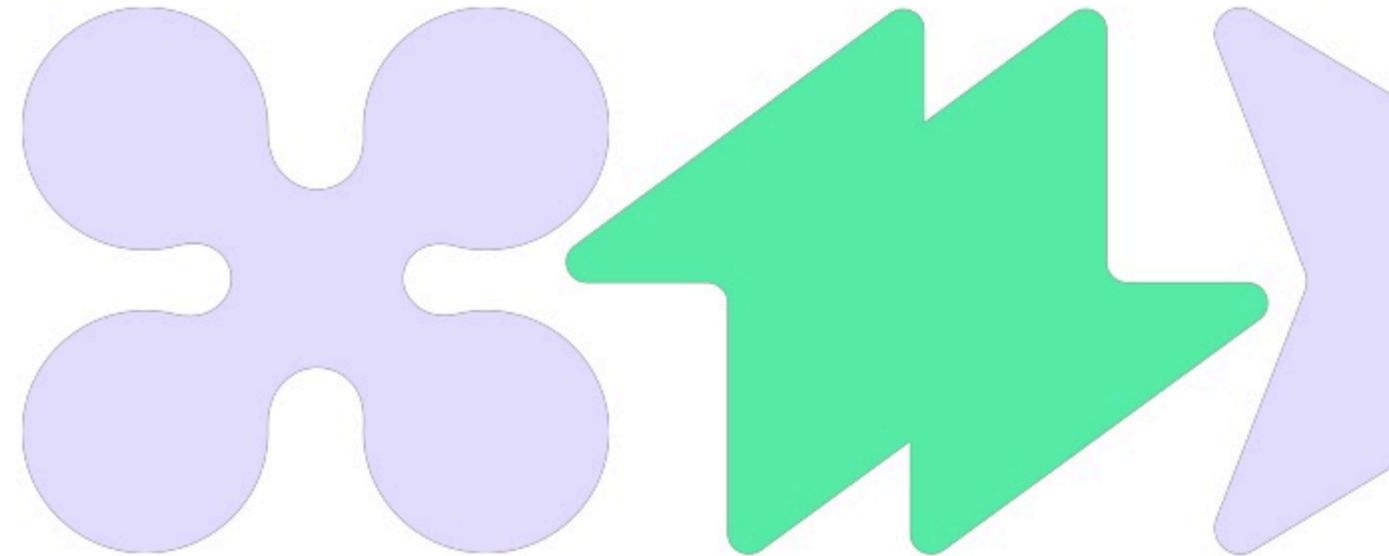
2024

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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