

A man with a beard and glasses, wearing a purple and white checkered shirt, is riding a bicycle on a city street at night. He is looking forward. In the background, there is a restaurant with large windows and warm interior lighting. A dark semi-transparent rectangle is overlaid on the image, containing text.

# The Wowster Charades

A FUTURE UNICORN, BECAUSE THE NUMBER  
OF FANS IS ALSO A UNICORN NUMBER

AN OLD SAYING: "THERE IS NO NEED TO CREATE A BICYCLE IF SOMETHING IS  
ALREADY WORKING"



# Problem

1

The Charades game is so cherished and known to the world because it's the best stress relieving and unifying game of all to play in groups, only offline for now

2

Almost all the reviews of the users that've played it are positive, but without an app for it, it's still unavailable 24/7

3

The game is only played rarely and with limited players, 4 players needed at least for the Offline version



# Solution

- +therapeutical effect
- +always someone to play with



Funny, unifying, socialising, explorational. An app for uniting the whole world in online home party game rooms



The Charades get now to be played with all of the countries, 24/7, and the best rest and time spending of free time for a child or adult



Any player on the globe can play adding only +1 person, the other team can be an app robot





# The Market

How can we count the market if we can only presume the number of offline users? But we can surely add some future clients meanwhile and make the app as much fun or more fun than the offline game

We targeted thousands of Facebook users in Europe asking them about the game and the app we plan to launch



**99% of  
positive  
reviews  
about the  
app**



1 month is presumed at 8 euros of subscription price

Presuming the CPC we can gather it further while the app is being developed



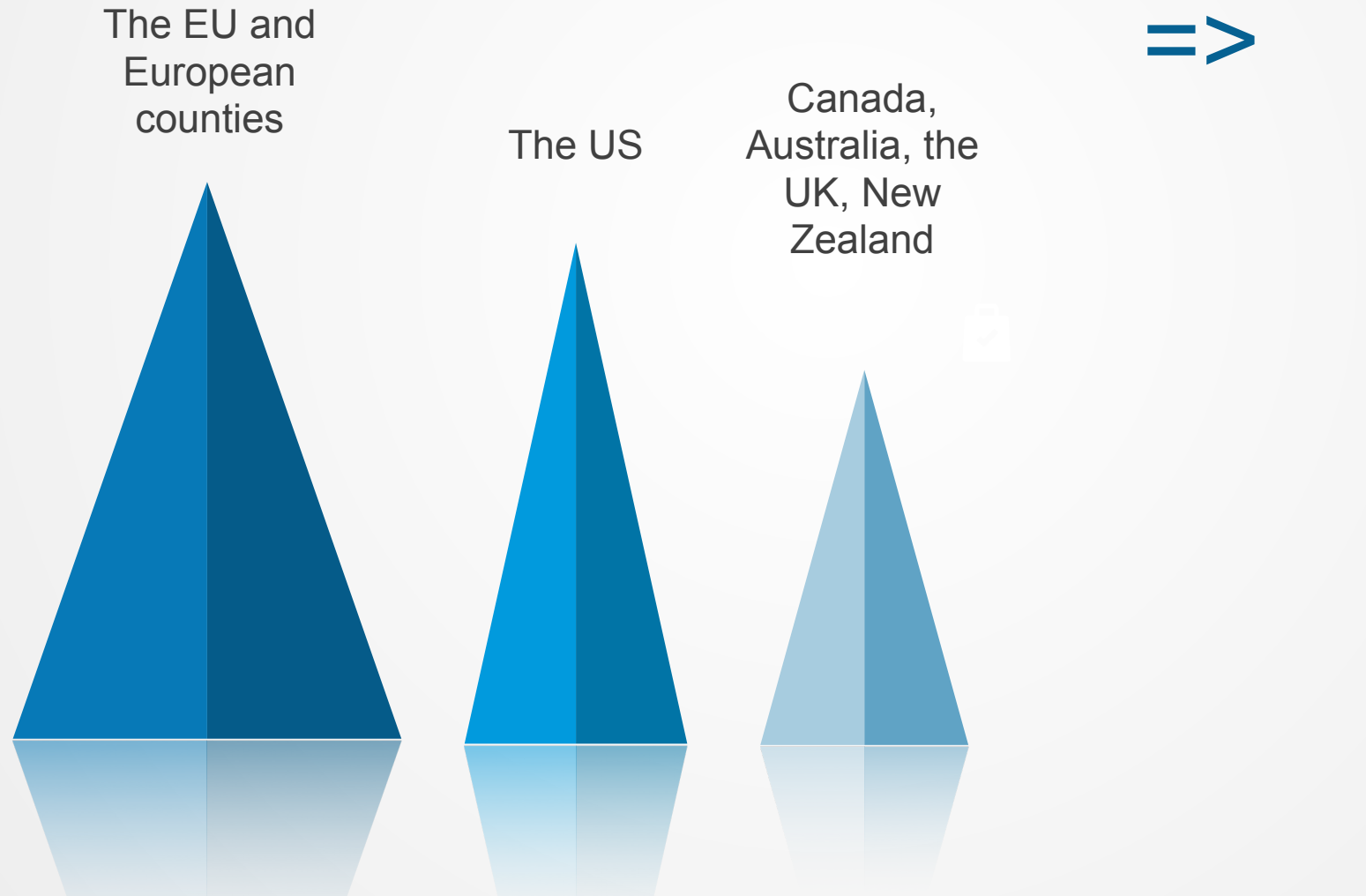
**200 emails  
and responses  
applied to us  
in 3 days**

We plan to attract 40 000 of the game fan emails even before the game launches from Europe and the US

The game is scalable to the Asian countries



# Geography of players





# The Product

We presume that this number of users of the population of Europe, some Asian countries and the US, English speaking countries, have played the game at least once or know about it and like it

90%

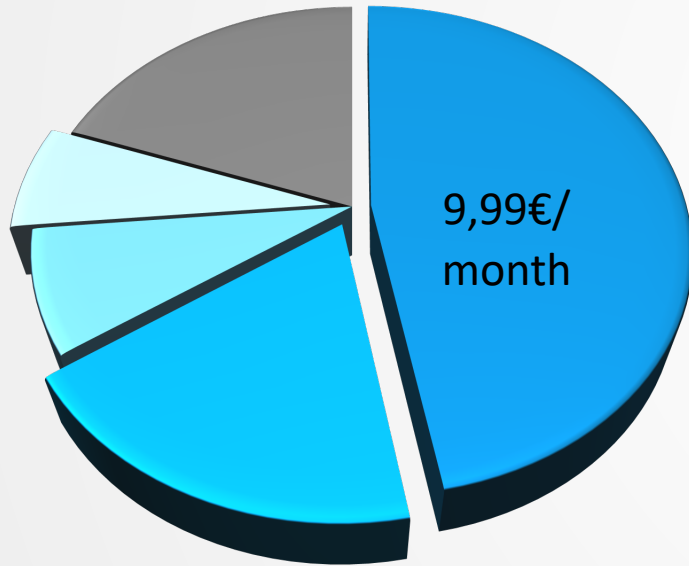
55%

By making the game even more easy to use, with more tools than the Offline Charades game we can attract this bit of the Offline user base





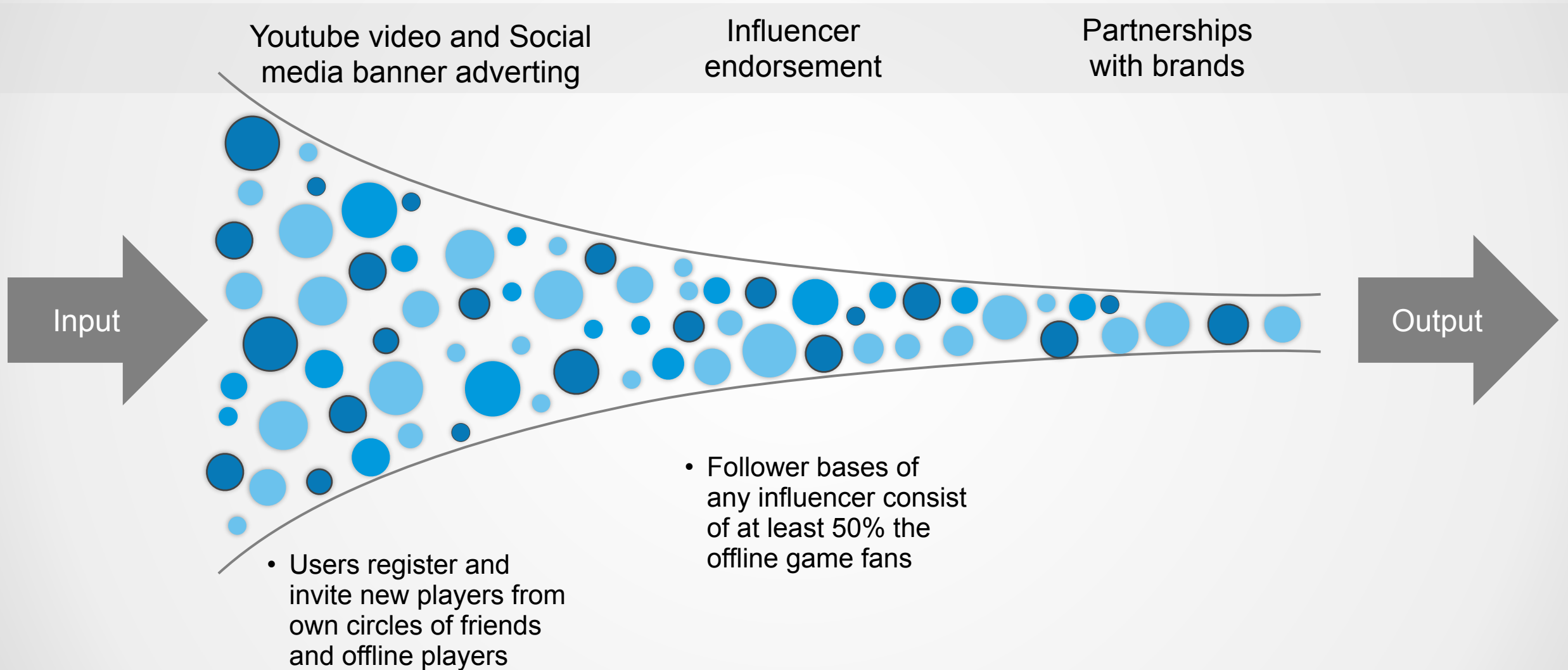
# Monetisation of the app





# Marketing

The success of it can be measured by the famous players of Charades, the most attractive users of the offline version are the most famous people in the world



# Competitors

Current situation tells us that there are no direct competitors of the app

Platforms on which players play Charades online and can be used for it are:

- 1. Zoom**
- 2. Twitch**

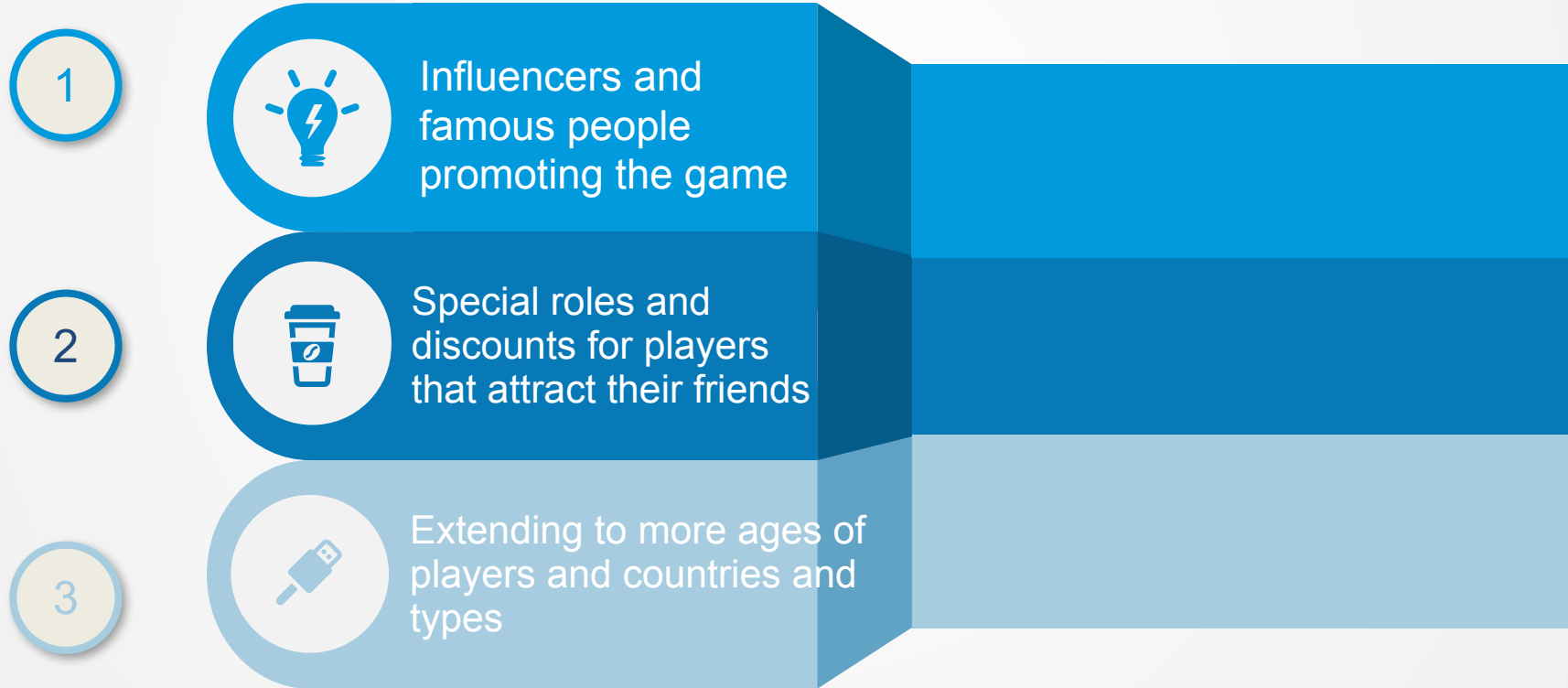
## Risks

Theoretically speaking, users can play via Zoom as they do sometimes now, but the app has a lot more tools to make the game more comfortable, global, available

Solution2: Users can use only nicknames



# The Brand growth plan



# The Raise

The first round is 100 000 €

8% of equity in Aps

The second SEED raise is 4 mln €  
in 4 months of the milestone  
amounting 10 000 paid app  
subscribers

Reinvesting 30% of the income  
each month



We need a team of 10 to pull it off till the SEED round with  
100 workers in the company



01

More automatisation of  
the game mechanics

02

More advertising for  
each age group of  
subscribers

03

Post success PR



# Founding Team

Yehor Mokhortov

Co-manager  
Co-founder



Niels Hansen

Co-manager  
Co-founder

