

Bobby's Mazes

Investment Deck

contact@gotostudio.es | www.gotostudio.es

Summary

A chill and cozy mobile game for kids designed to develop cognitive and spatial skills without overstimulation. It offers infinite playtime thanks to an advanced procedural generation system.

The Opportunity

- Low Risk: Core game is already 90% complete.
- High Demand: Tailored to the booming market for screen-safe, calming children's content.
- The Ask: Seeking a publishing partner for global marketing, distribution, and sales on iOS & Android.

Bobby's Mazes

Market Opportunity & Vision

- The Target: Gen Alpha kids (ages 4-8) and millennial parents looking for guilt-free, screen-safe entertainment.
- The Formula: As a dedicated family-based indie studio, we combine efficient software architecture (Godot framework) with professional pedagogical validation to deliver high-quality, meaningful experiences that genuinely stimulate young minds.

Screen-safe fun naturally driving
cognitive, spatial, and motor
development.



Management Team

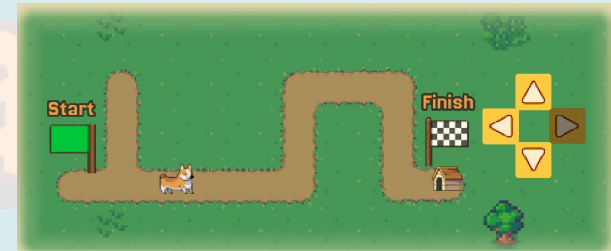
"A family studio combining end-to-end product development with pedagogical expertise."

- The Team:
 - Handled by a Tech Lead with extensive experience in software architecture and team management, ensuring a highly optimized and stable product.
 - All core mechanics are guided by a professional expert to perfectly align with children's cognitive, spatial, and motor development.
- The Track Record:
 - Finalists in multiple national and international indie video game competitions (AZPlay, 3HMA, etc.)
 - Trusted by third-party clients to develop and produce educational video games.
- Email: contact@gotostudio.es
- Web: www.gotostudio.es
- Pitch Link: gotostudio.es/bobbys-mazes.html

The Product & De-Risked Investment

- Cozy Maze Exploration: A screen-safe game focused on exploring and solving beautiful mazes. Stimulates cognitive growth without flashing lights, timers, or aggressive overstimulation.
- Near Completion (90%): Core product is already built, optimized, and feature-complete. Zero tech risk for the partner.
- Proven & Tested: Successfully playtested with children ages 4–8, ensuring high engagement and an intuitive, fluid experience.
- Infinite Replayability: A unique procedural engine instantly generates endless, solvable labyrinth layouts based on adjustable parameters. Ultra-light app size.

"Infinite, beautifully crafted cozy game near completion, eliminating development risk."



Market Demand & Scalability

- Massive Scale: Built for iOS and Android to tap directly into millions of active global devices.
- The "Cozy" Wave: With adorable art and calming pace, it capitalizes on the growing "cozy gaming" boom, capturing massive organic demand from parents seeking this style.
- Global & Frictionless: 100% visual mechanics and full voice narration. No reading required. Perfect for non-readers worldwide with zero localization friction.

"Targeting the massive global mobile market with a high-demand, high-volume product."



Business Model

"A safe dual-app monetization strategy built for high reach, parental trust, and absolute compliance."

- Dual-App Model:
 - Free Version (With Ads): A free app to get mass downloads globally. It generates revenue using safe, child-friendly ads (COPPA/GDPR compliant) that protect kids' privacy.
 - Premium Version (Paid App - \$2.99): A separate "Buy Once, Own Forever" application that completely removes ads, unlocking the full game.
- Market Benchmarks: Similar formats (such as Bimi Boo or Pango titles) have achieved over 1M+ organic downloads using this strategy, proving high parental demand for stress-free, safe content.



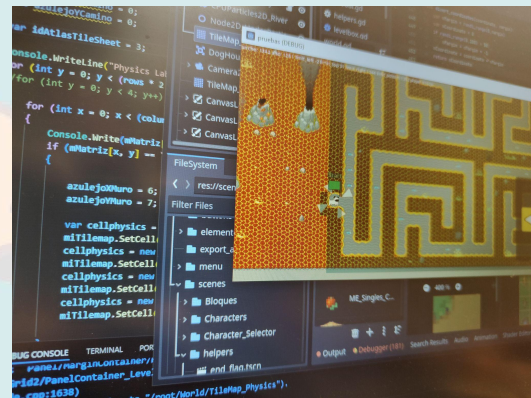
Market and Financials

- Targeted Marketing Strategy: Focused on parents and decision-makers via:
 - Cozy Influencers: Collaborations with micro-influencers (Instagram/TikTok) specialized in parenting, education, and "cozy gaming".
 - Specialized PR: Reviews in trusted family and educational tech blogs to build organic store authority.
 - Paid UA: Targeted campaigns on Google Ads, Meta, and kid-safe ad networks to drive predictable, scalable downloads at a low Cost Per Acquisition.
- 1-Million Downloads Financial Projections:

Premium Conversion	3%	Aligned with top family app benchmarks (\$2.99 tier)
Est. Gross Revenue	\$134,000	Combined revenue from premium sales + safe ads
Marketing Budget	\$30,000	Focused entirely on targeted creators and family PR
Net Profit Margin	75%+	High efficiency driven by zero server maintenance

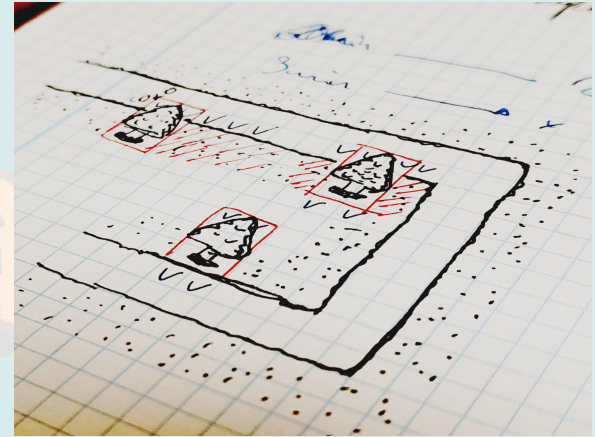
Production Timeline & Operations

- Current Status & Milestones
 - Core gameplay, assets, and infinite maze engine are complete and production-ready.
 - Summer (Q3): Soft Launch and testing (Android) in selected regions
 - Early Autumn: iOS Porting, multi-device QA testing.
 - Autumn - Winter (Q4): Global Launch on iOS & Android.
- Post launch operations.
 - Seasonal Content: Fast thematic updates (Halloween/Christmas) via our procedural engine.
 - Data Optimization: Fine-tuning analytics to boost the 3% premium conversion.
 - Global Expansion: Post-launch localization for high-growth regions.



Partnership Required

- We are looking for an established publisher to launch the game under their brand and handle global distribution.
- Marketing & Visibility: Driving user acquisition campaigns to reach our target audience.
- Store Management: Maximizing organic reach and securing promotional featuring on Apple and Google Play.
- Proposed Terms: A competitive revenue-share agreement. No corporate equity or development funding required.



Summary & Contact

- Bobby's Mazes is a game meticulously designed for children following professional pedagogical guidelines, wrapped in an enchanting atmosphere and a completely relaxed environment.
- Being practically complete, production risks are minimal, offering massive market potential within the mobile gaming space. We are looking for the right publisher to turn it into a global success.

Thank you!

Sergio González, Founder & Lead Developer

- Email: contact@gotostudio.es
- Web: www.gotostudio.es
- Pitch Link: gotostudio.es/bobbys-mazes.html

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Appendix

"Technical stability, scalability, and game compliance."

Appendix

- Tech Stack (Godot Engine): Built using a hybrid approach of GDScript and C# for optimized performance, ensuring a lightweight and highly stable build on mobile devices.
- The Procedural Engine: Fully parameter-driven system. It generates complex, solvable maze layouts in fractions of a second, ensuring every single playthrough is unique.
- Kids' Privacy Ready: Designed from the ground up to easily integrate COPPA and GDPR-compliant tools (safe data handling, ready for child-safe analytics or monetization).
- Playable Build / Demo: <https://gotostudio.itch.io/bobbys-mazes>