

PÄWSUMO

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/001

TEAM INTRODUCTIONS

DESIGNERS

Jon

Role:
Focus:

BA Animation & VFX

Design Lead /3D Environment Artist
Visual Direction - 3D Environments -
Animation, Visual Storytelling

Ashanti

Role:
Focus:

BA Games Design

Concept Artist and UI Designer
Character Design - Visual Concepts -
Interface Ideas - Presentation Design

Jared

Role:
Focus:

BA Games Design

3D Modelling Specialist
3D Assets - Object Modelling -
Environment Elements

Will

Role:
Focus:

BSc Applied Computing

Technical Lead
*Technical Feasibility - App Functionality -
System Planning*

Nino

Role:
Focus:

BSc Networks and Cybersecurity

Marketing and Product Strategy
Target Audience - Marketing Strategy -
Product Positioning

Ataur

Role:
Focus:

BSc Applied Computing

Research and Finance Lead
Market Research - Financial Planning -
Monetisation Strategy

PROJECT DEVELOPMENT AND STRATEGY

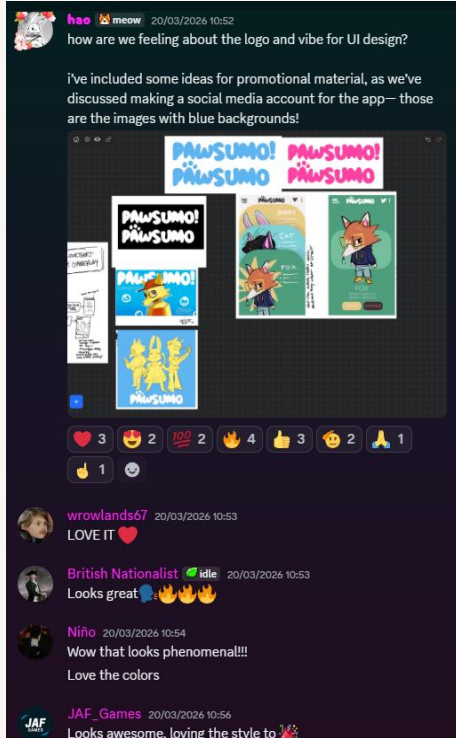
HOW WE'RE DELEGATING TEAM ROLES

**TEAM
COLLABORATION**

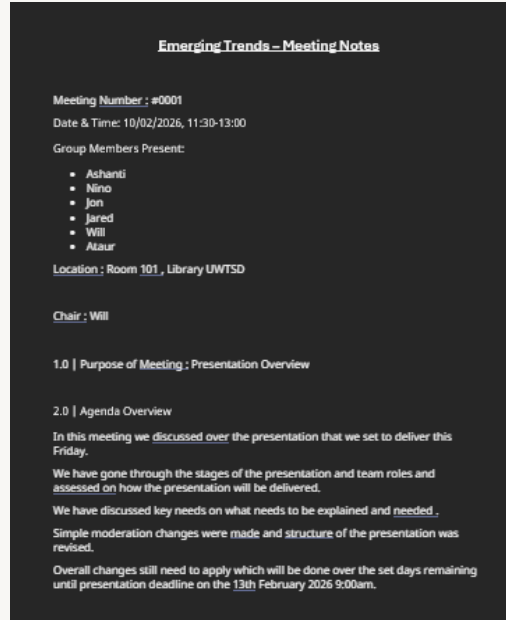
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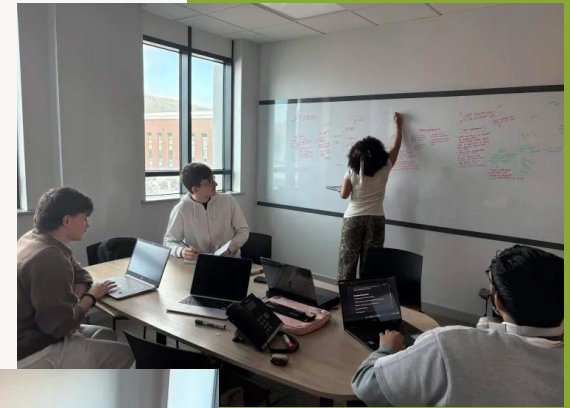
How we have worked together!



Communications via Discord



Keeping track of meetings via notes, as not everyone could attend every meeting! This is for them to refer to, as well as serving as refreshers for those who did! :)



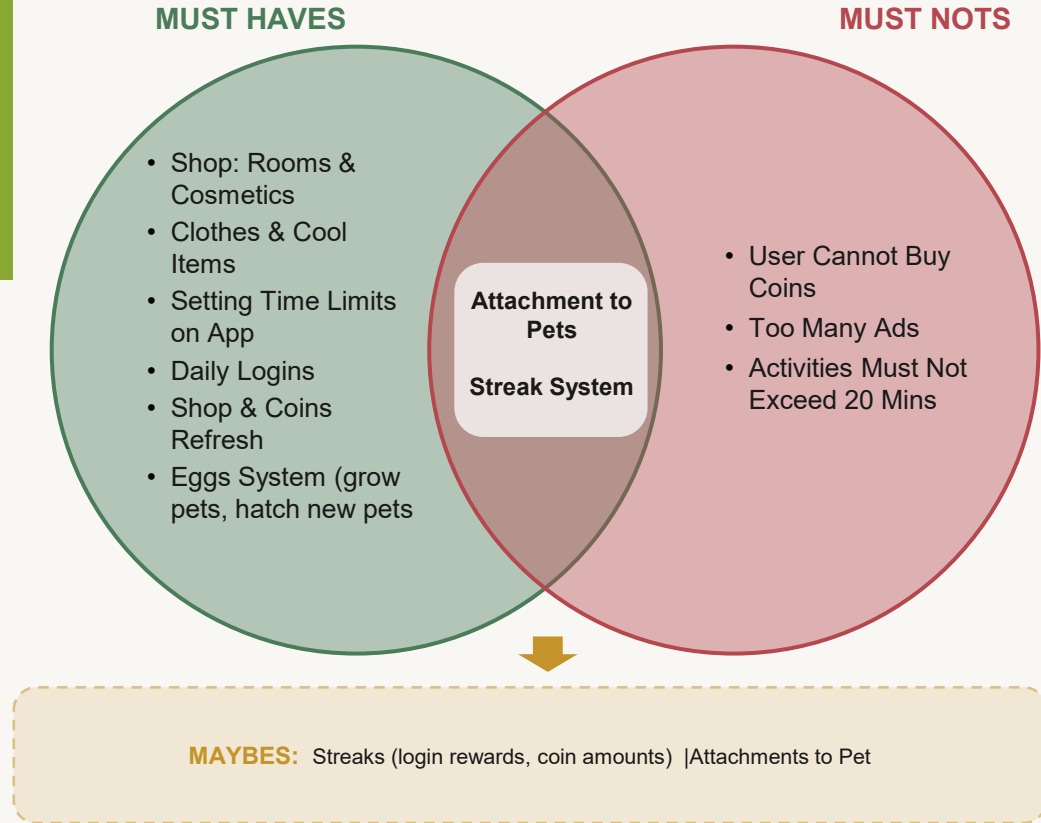
Meetings in the library



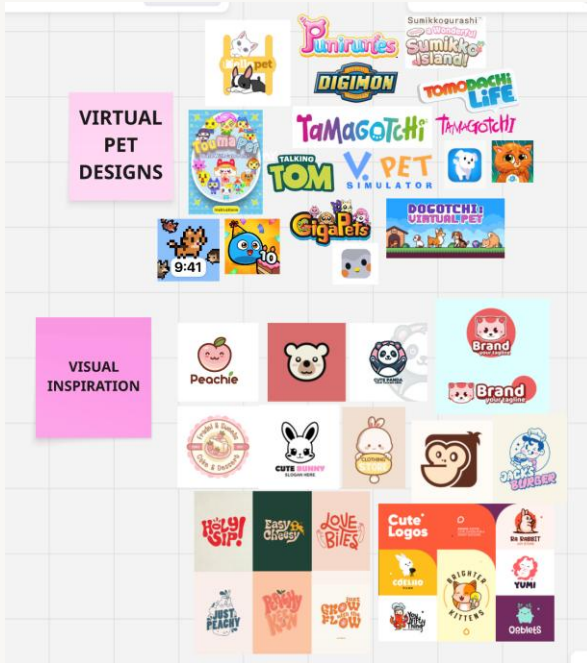
**REFINING
THE IDEA**

/003

Product Boundaries

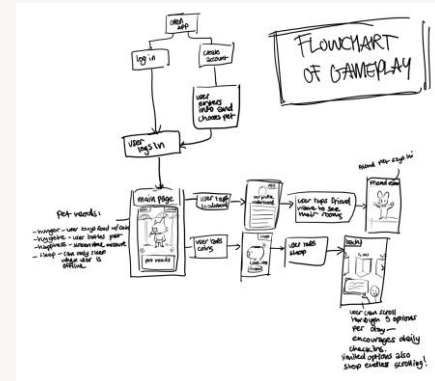
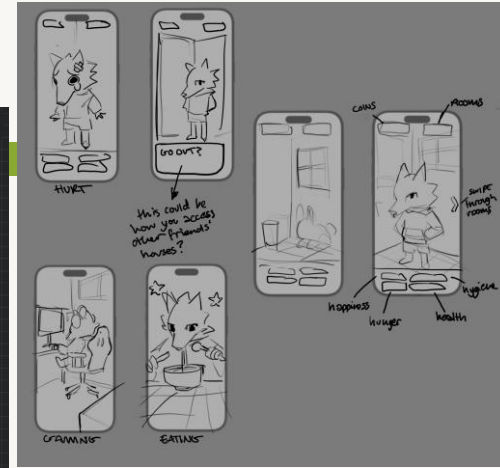


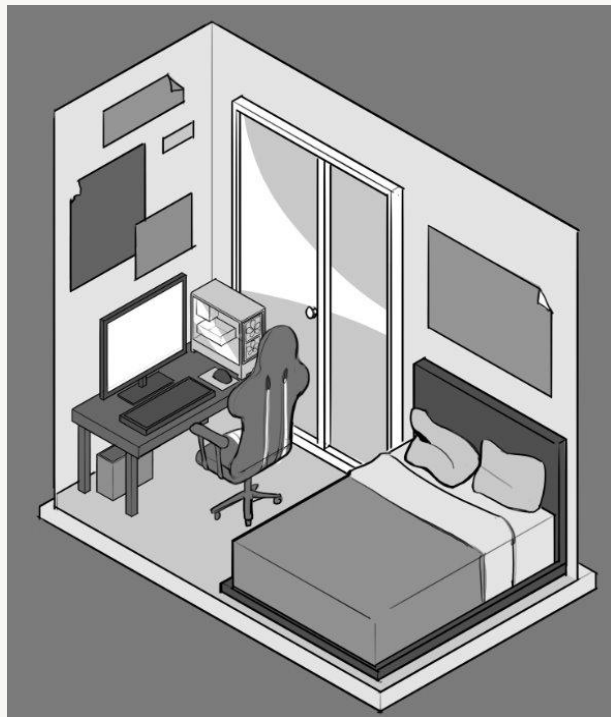
PÄWSUMO Concept Art



Started with moodboarding a 'vibe' for our game and logo

After showing moodboard to the team, I came up with a few conceptual iterations, and ended on Pawsumo!





First conceptual piece for an isometric room

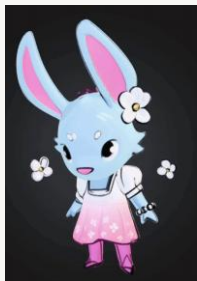
Reference
sheets for two
characters



Previous concept
sketches



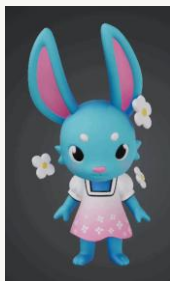
Päwsumo App Workflow



Meshy6_3D



V2.5_Tripo

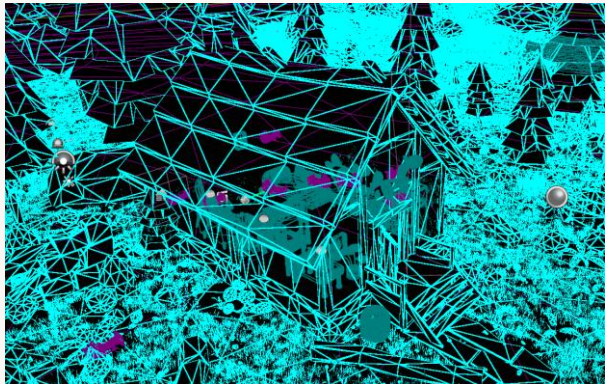


V3.1_Tripo



- UI example,
- App flow optimisation,
- Vibrant,
- Isometric design,
- Intuitive layout,
- Easy to understand,
- Simple yet beautiful and engaging.

Päwsumo Advertisement



- Created with Unreal Engine 5
- Mobile app optimisation techniques
- Design in line with UI considerations
- Low Poly
- Lumen lighting for sharp contrast and creating shadow depth for appealing environments.

Customisation

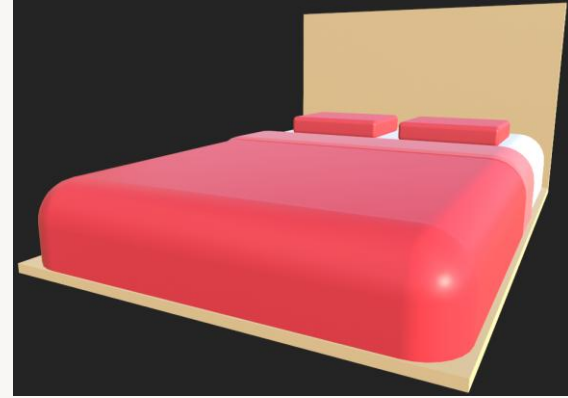
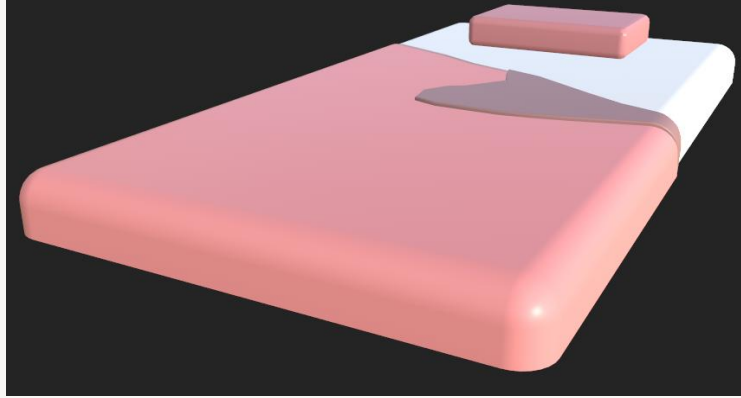
Examples of the Room Customisation:

- The room starts off with less assets when the user first uses the app.
- The room will begin to fill up after the user upgrades things in their room using the in-app money they have generated.



Upgradable Assets

- Assets can be individually upgraded.
- The user can then upgrade certain things in the room and alter the assets colours.
- We are considering adding a system where the room initially starts off in a poor condition. The user will be able to refurbish the room One asset at a time.



Upgrade Progression



MARKETING AND GROWTH

/004



Organic Social Media:

- TikTok + Instagram
- Reasoning: Majority of students are on these platforms
- Goal: consistent awareness + build trust + no costs

Influencer Marketing / UGC:

- Micro-creators (students/productivity creators)
- “7-day focus pet challenge” content brief
- Trackable links/QR per creator to measure installs



Paid Ads (Testing → then scale):

- TikTok Ads + Instagram Reels placements + Meta Ads
- Apple Search Ads (high intent: people searching “focus app”)
- Start small to test creatives; scale only if conversion + retention are proven



Campus Distribution:

- QR posters in library/study spaces
- Societies + course group chats

FINANCE & MONETISATION

/005

Year 1 Costs & Revenue Model



YEAR 1 COSTS

- **Supabase** free (auth, DB, sync) = **£0**
- **OneSignal** free (push notifs) = **£0**
- **Mixpanel / Sentry** free (analytics) = **£0**
- **Termly / Figma** free (GDPR, design) = **£0**
- **Namecheap + Carrd Pro** (domain) = **£27**
- **Apple Developer** (iOS) = **£79/yr**
- **Google Play Developer** = **£20 one-time**
- **Rocket Lawyer** (compliance) = **£100**
- **Meta Ads** launch budget = **~£750**

TOTAL: ~£976

REVENUE MODEL

Freemium Subscription

£2.99/month or £20.99/year

Premium pets, leaderboards, streaks

In-App Purchases

£0.99–£4.99 per item

Skins, accessories, cosmetics

Brand Partnerships

£500–£2,000 per deal

Starting from Year 2

Projections & Funding



GROWTH PROJECTIONS

Year 1

1,000 users • 5% paid users
£750 revenue

Year 2

10,000 users • 8% paid users
£14,400 revenue

Year 3

50,000 users • 10% paid users
£100,000+ revenue

FUNDING ASK: £25,000

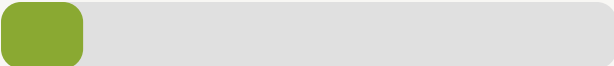
£15k App Development



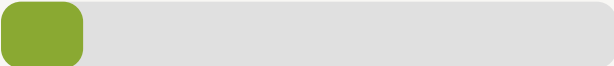
£5k Marketing



£2k Legal / Compliance



£2k Infrastructure



£1k Contingency



BREAK-EVEN

Only **72 subscribers** on the annual plan covers all costs. Everything after = profit.



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THANK YOU!

Any questions?