



playmat

by
**petrol
social**

Mobile first game platform to

**Play.
Create.
Share.**

Consumers & casual creators are increasingly Mobile



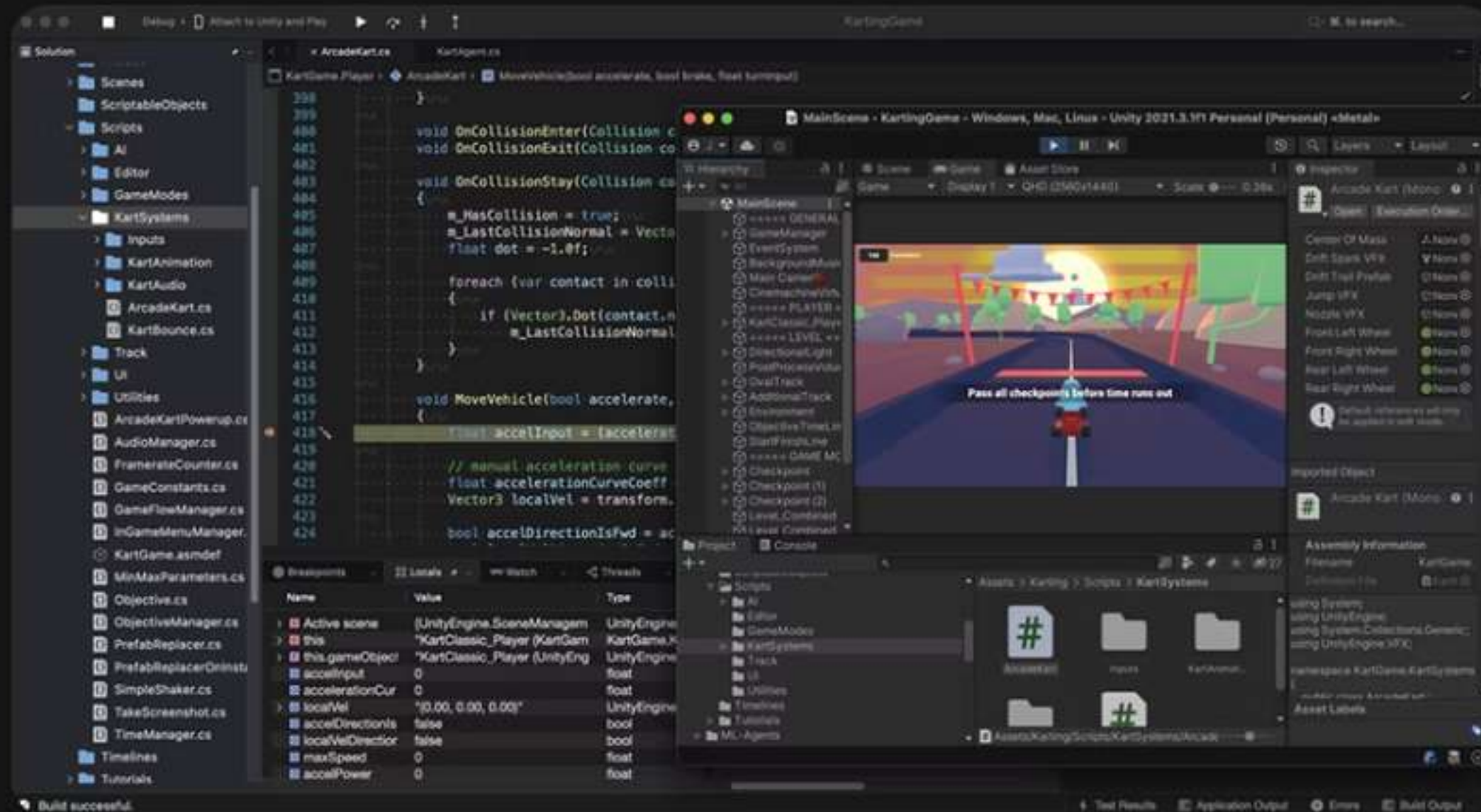
Past



Present

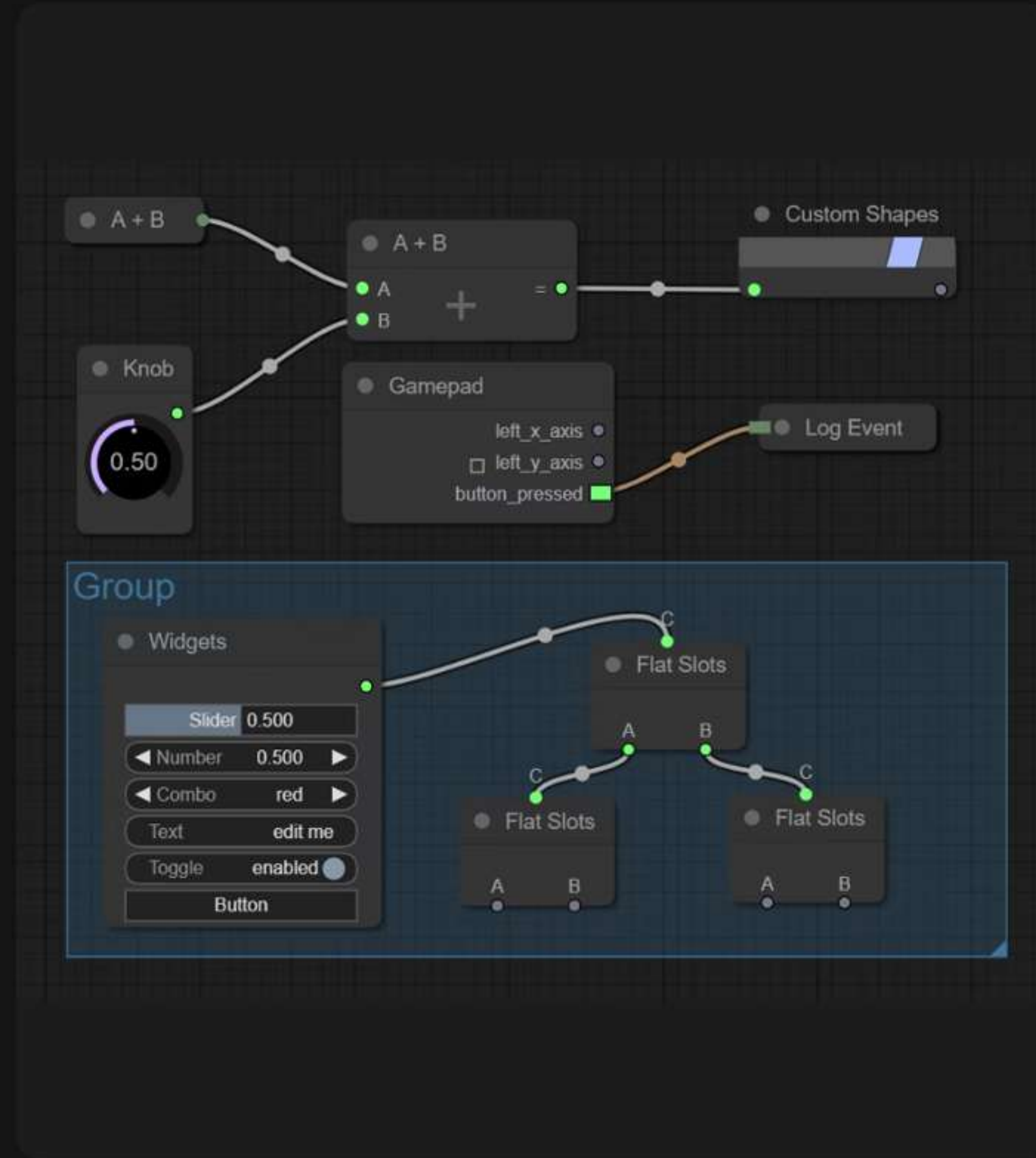
Yet tools remain largely PC & Web Apps

Interactive Content Creation Platforms - NOW



For Casual Users - creating Interactive Content is dominated by Desktop and Coding

Interactive Content Creation Platforms - FUTURE



The future is - Mobile first. Accessible. No-code.

Passion. Experience. Gamers. Missionaries.



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Founder, CEO

ex-EA | QYJO | 2x Founder | 40u40

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Krishnakanth Mallik Chaganti

Co-Founder, CTO

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Vineeth Haridasan

Founding Member, Art Director

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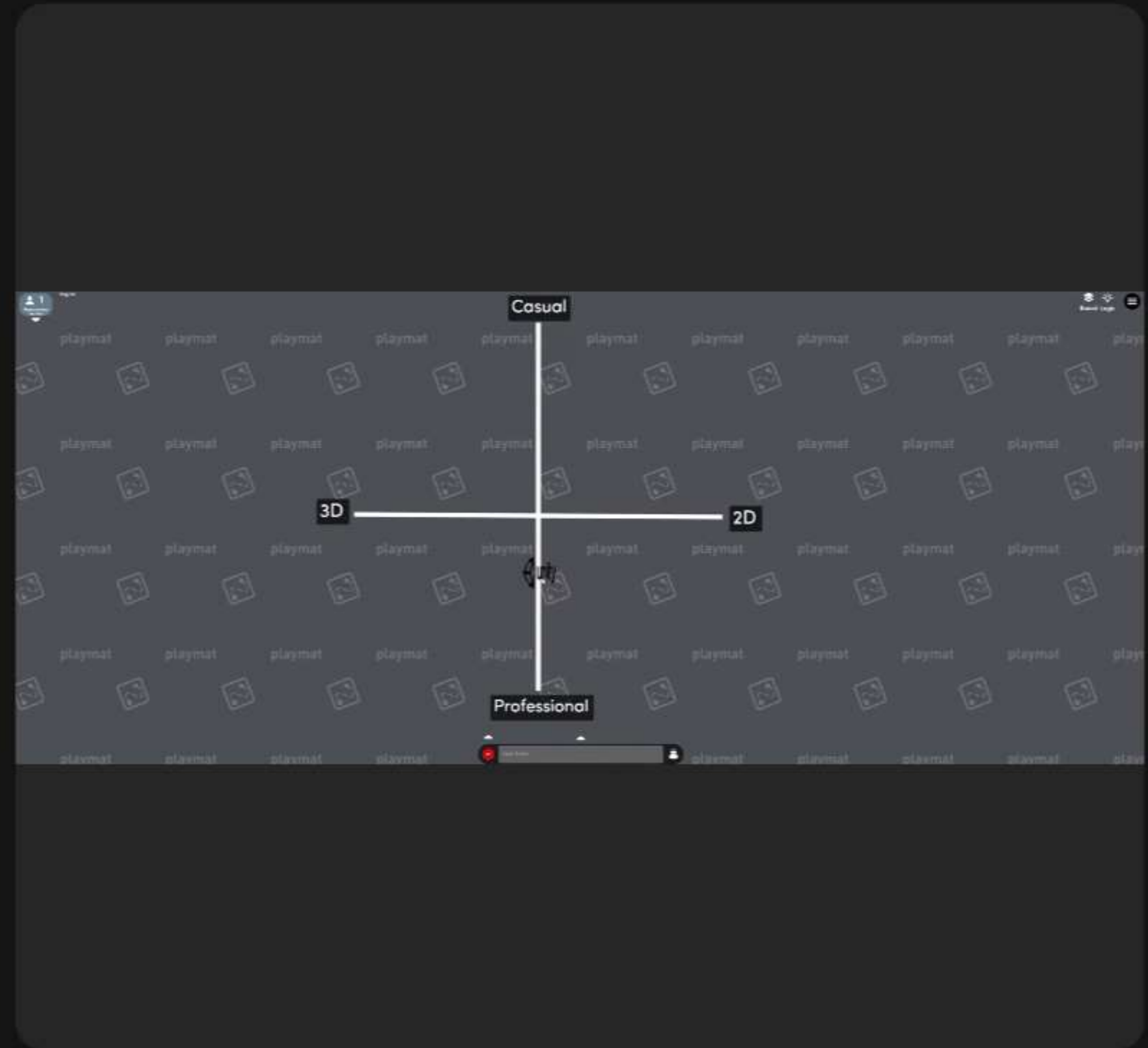
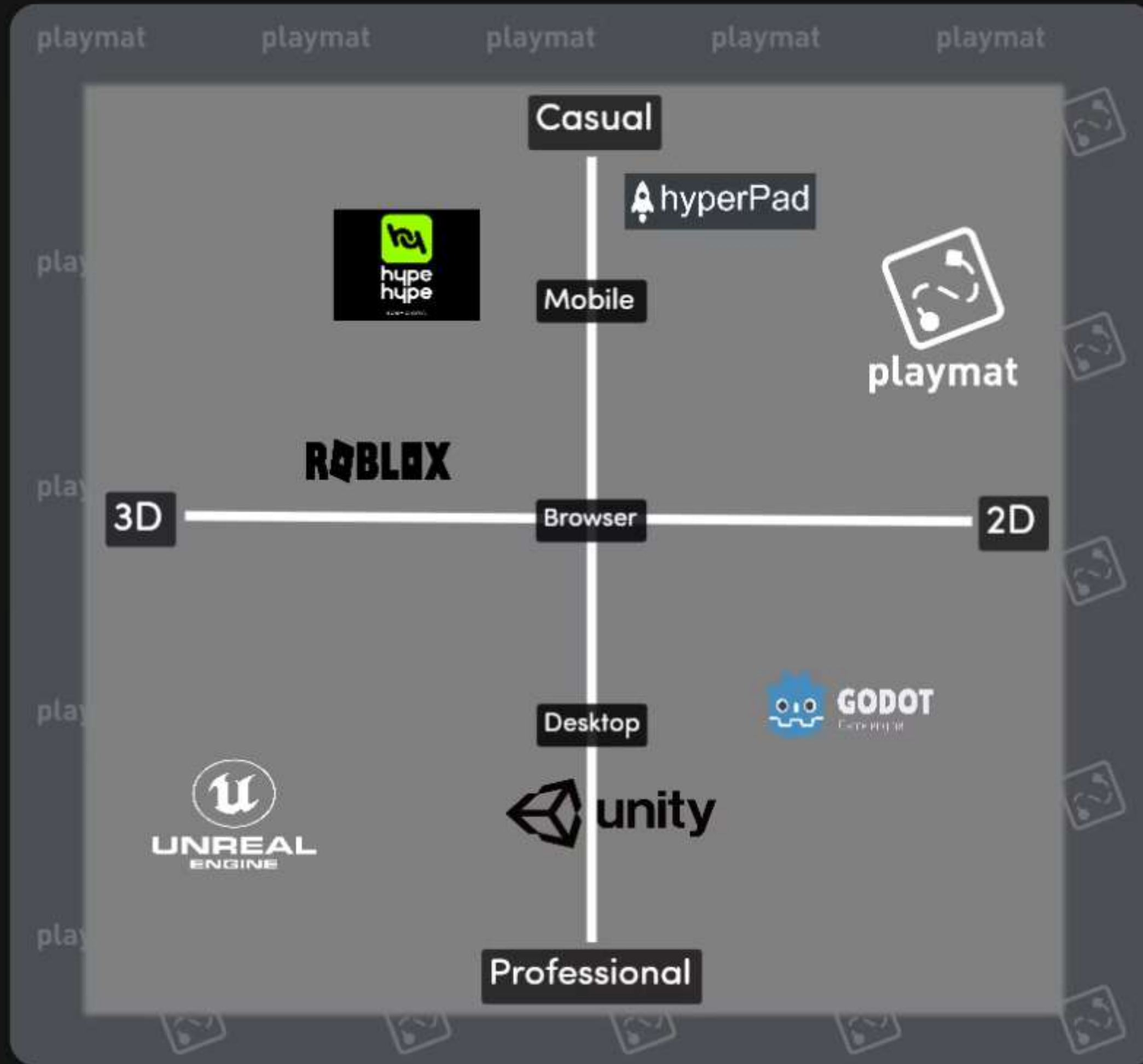
Shrishti Ambani

Head of Community

ex-Quantum Strategy, Basement, Blue Saint

[LinkedIn](#)

Playmat Positioning



Imagine - Smart Legos on Mobile

Monetization Model

IAP Content	Subscription	Marketplace
First Party Content (\$1-\$20)	Premium Creator Features	Platform Fees for Creator Content (30%)
IP Partnerships (\$15-\$50)	Premium Community Features	

Early Validation

\$80k via Convertible Note in Feb 22 for Technology Demonstrator

9 Months of Product Development

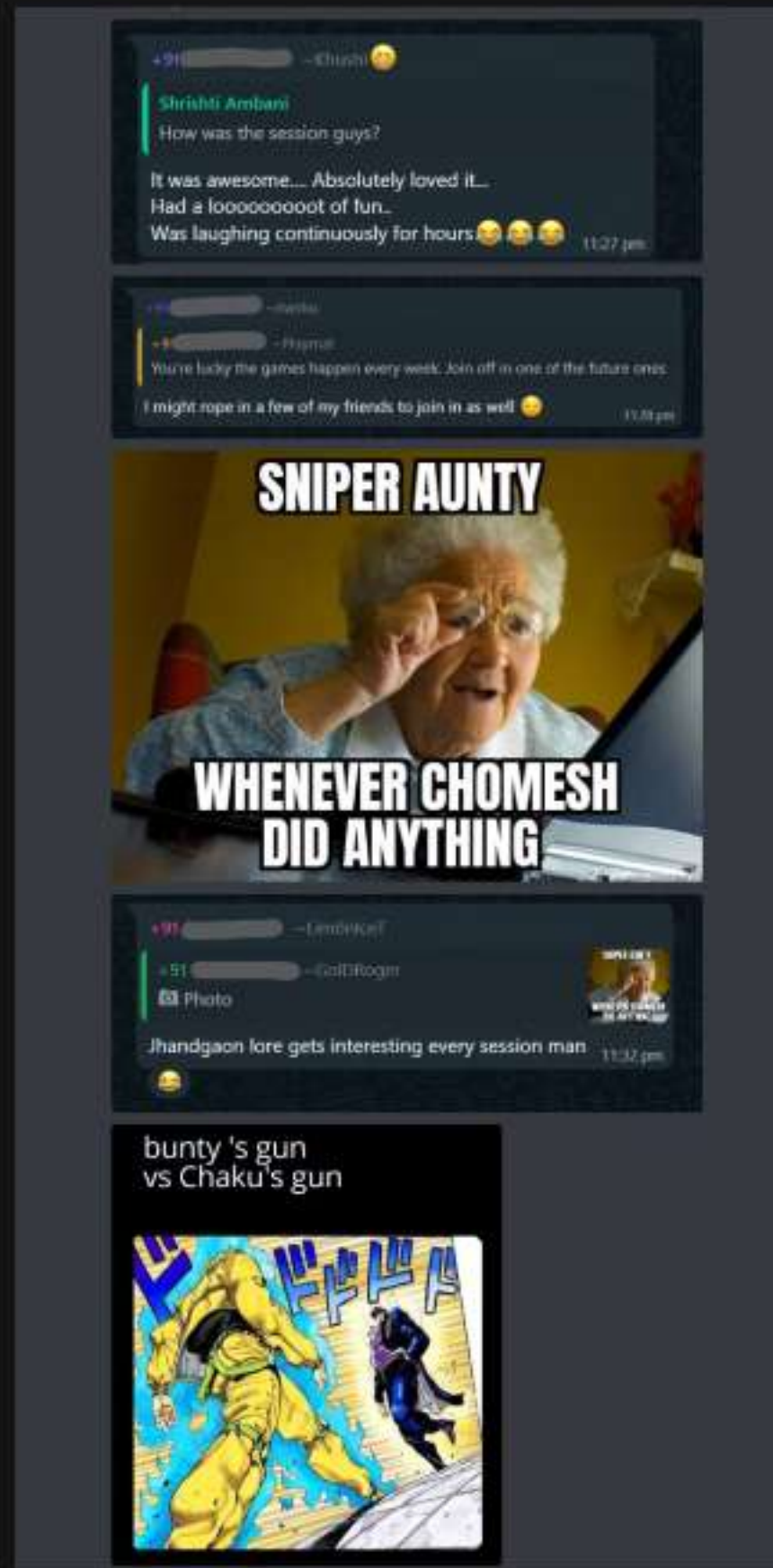
- Performant mobile + web versions
- Fully collaborative with permissions
- Multiplayer + No-Code Framework
- 4 TTRPG (Tabletop Role Playing Games) worlds created. 2 In house, 2 by creators.

100 Early Testers

- 65 People In WhatsApp Community
- Players playing multiple sessions a week across Mobile + Web
- 4 Player turned Creators
- 2 Players from Community have run 8+ sessions for other players



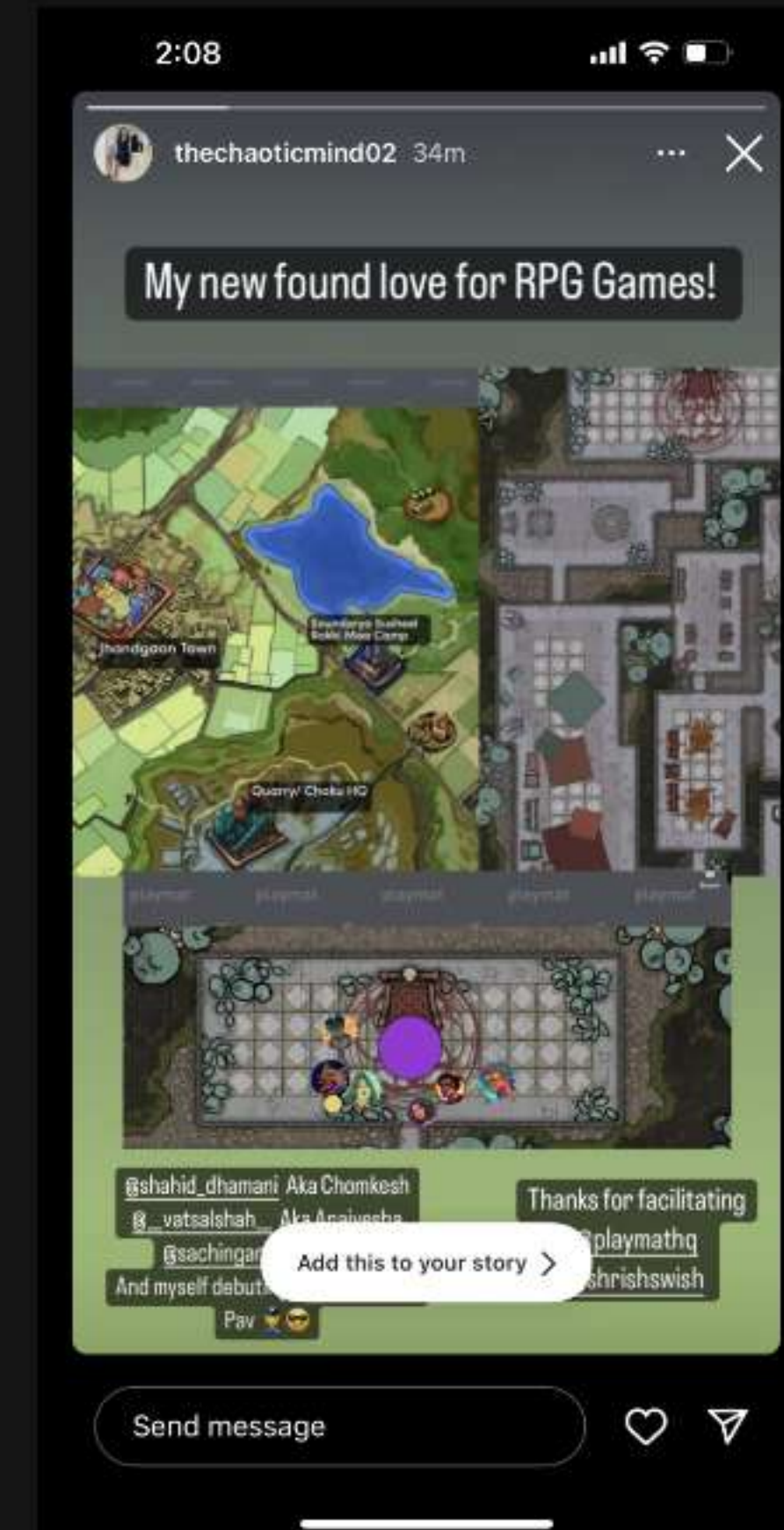
❤️ User Love



Players getting more and more engaged!



Players have made memes!



Players are making Instagram stories!

Market

Revenue

TAM

\$8B

\$5B Sandbox Games - 12% CAGR

\$3.2B Game Engine - 18% CAGR

SAM

\$2B

45% Mobile

50% 2D and Casual (Now)

SOM

\$200M

Global, Mobile, Sandbox

Wedge

\$20M

VTT + TTRPG, India + Global



GTM

Players

- First Party Exclusive Content (Jhandgaon)
- IP Partnerships (The Wandering Inn)
- Creator made content
- Product Integrations

Creators

- Game Jams (Gamedev.in)
 - Creator Program
 - Organic Funnel
 - Bounties

Funnel

100 Users come as Players

50 become Core Users

25 become Power Users

5 Creators - Feed the loop → new Players

Comprehensive organic, paid & partnership program to drive continued acquisition.

Raising \$500k Pre-seed

Goal

Grow to 10,000 Users

- CAC - India - \$0.05 CPC, \$0.1 CPI
- CAC - US - \$0.4 CPC, \$4 CPI

Optimize IAP Offerings

5 Licensed IP Partnerships

1Cr ARR

Appendix

Target Audience

17-27 Year Old

Want to engage in active social games.

Looking for creative expression.

Want to get started making games, mods
and monetizing them.

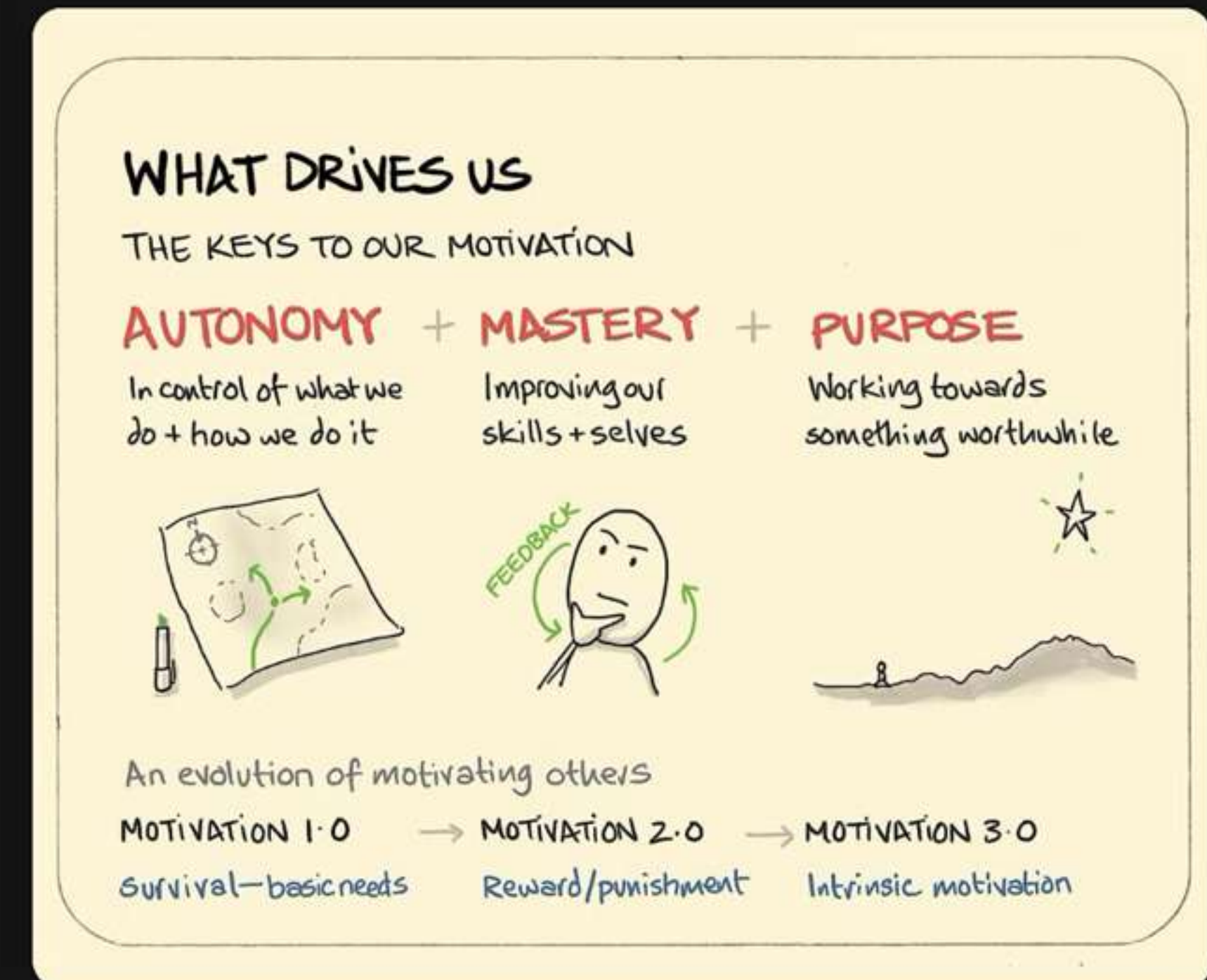
Personas

Chill-out Chitra / Creator Karthik

Casual Game Creators!

Party Planners!

Why do they engage with Playmat?



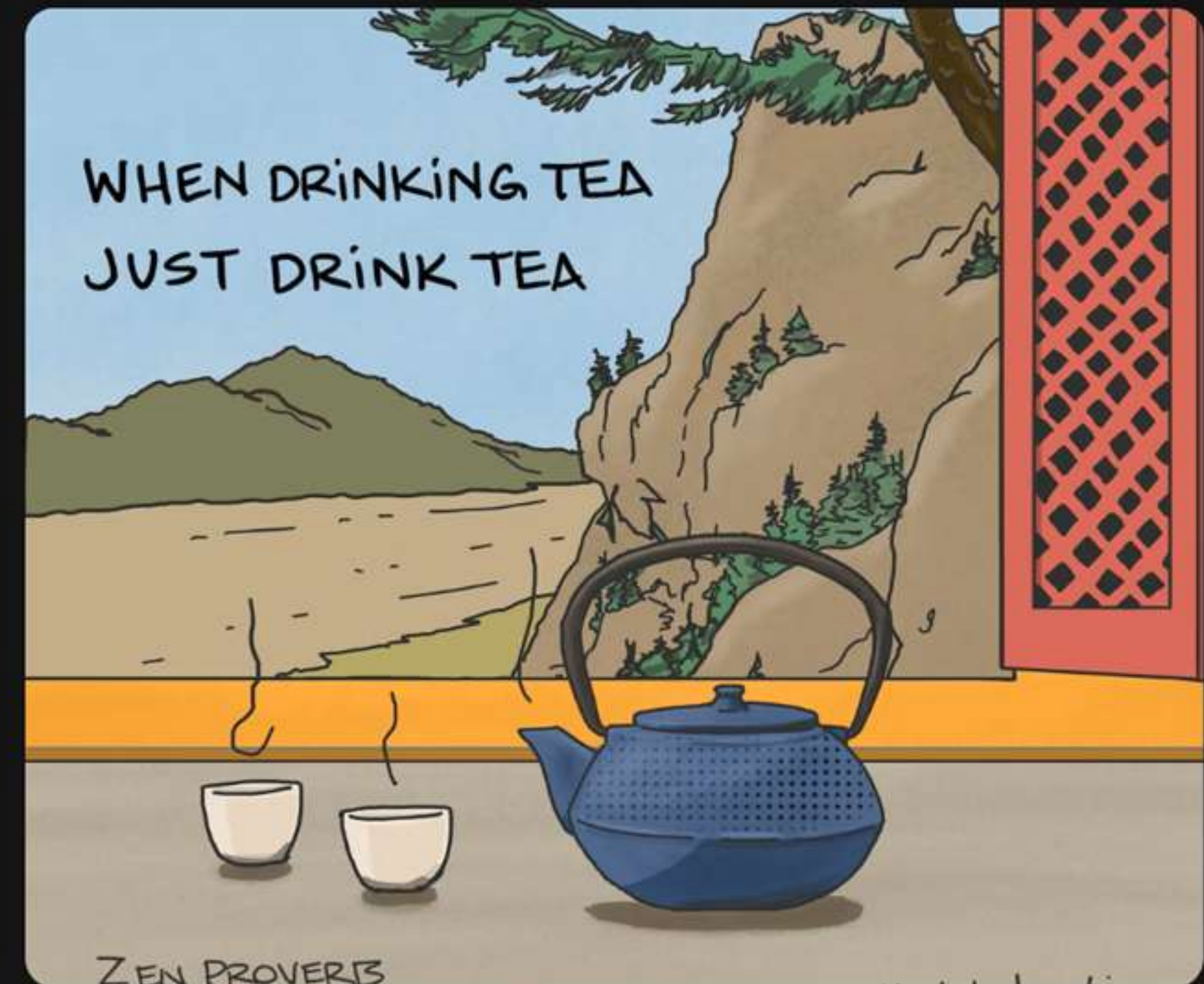
Personas

Laid Back Lucky

Plays social games

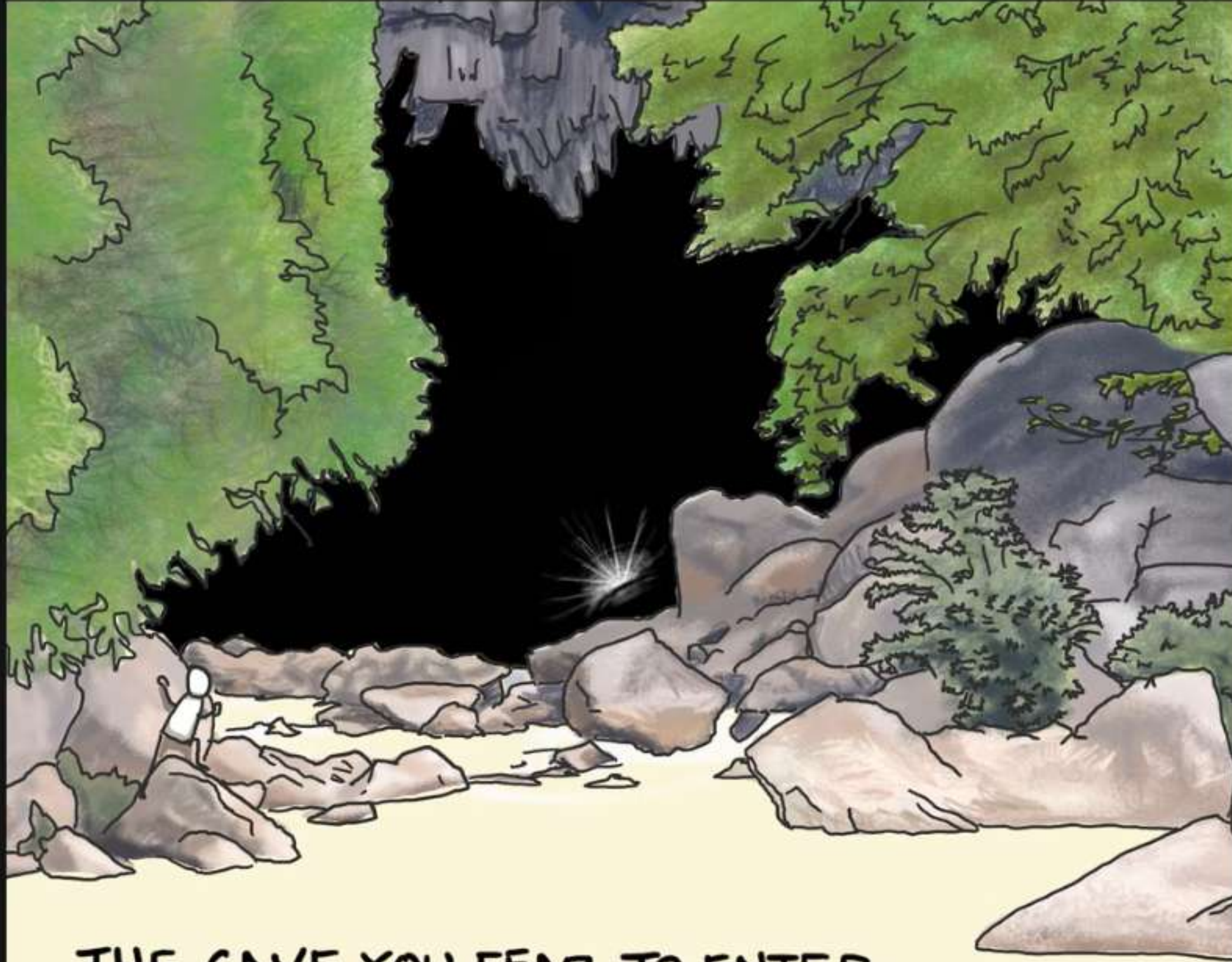
Looking for friends & social connections

Why do they engage with Playmat?



Product Advantages

- **Multiplayer & Collaborative by default**
 - Think Figma vs Adobe
- **Mobile First**
- **No-Code Creation**



THE CAVE YOU FEAR TO ENTER
HOLDS THE TREASURE YOU SEEK

— JOSEPH CAMPBELL

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