

# DATCROFT GAMES

PRESENTS





- LUCKY WHEEL GAMEPLAY





- MORE THEN 20 ISLANDS TO BUILD;
- HUNDREDS OF ITEMS TO IMPROVE





• BECOME RICH





## Dragons



A collection screen for dragons. It features a central egg on a nest with the number 851. Surrounding the egg are various dragon cards, each with a number in a green circle (2, 1, 3, 10, 8, 9) and a '99' icon. Some cards are highlighted with a red border. There are also several gold-colored dragon icons without numbers. The background shows a stylized landscape with a castle and a dragon.

- COLLECT SOULS OF THE DRAGONS TO GROW THE MAIN DRAGON OF YOUR ARMY





- DEFEAT THE MAIN ENEMY WITH YOUR DRAGON





- PRO ACTIVE INVOLVEMENT OF THE FRIENDS TO PLAY





## WHAT IS DONE:

### ISLANDS:

- 20 ISLANDS TO BUILD;
- EACH ISLAND HAS 5 OBJECTS WITH 5 POSSIBLE LEVELS SO ALL TOGETHER IT GIVES  $5*5*20=500$  STAGES OF ISLAND BUILDING;
- ISLAND 21 BECOMES AVAILABLE AFTER THE ULTIMATE GOAL COMPLETED: ATTACKS OF 50 DIFFERENT EVIL DRAGONS STOPPED;
- ISLAND 21 ALSO HAS 5 BUILDING OF 5 LEVELS EACH, SO IT'S AN ADDITIONAL 25 STAGES

### DRAGONS:

- PLAYER HAS 10 DRAGONS OF DIFFERENT TYPES;
- EVERY DRAGON CAN PROGRESS UP TO LEVEL 10 BY ABSORBING OTHER DRAGONS OF THE SAME TYPE;
- EVERY DRAGON HAS ATTACK AND DEFENCE PARAMETERS. THESE PARAMETERS CAN BE IMPROVED IN PVP BATTLES AGAINST OTHER PLAYERS (ON ARENA);
- EVERY DRAGON HAS 3 TO 10 POSSIBLE ABILITIES DEPENDING ON DRAGON TYPE;
- 10 TYPES OF ABILITIES FOR DRAGONS;
- 11TH DRAGON - RED DRAGON - IS RECEIVED AFTER THE ULTIMATE GOAL (COLLECT 10 DRAGONS OF LEVEL 10) IS COMPLETE

### DRAGON EGGS:

- CAN BE RECEIVED FROM THE WHEEL, THEY IMMEDIATELY GIVE A DRAGON;
- YOU CAN SEND EVERY 5TH EGG AS A PRESENT TO YOUR FRIEND







## My collections



Collect all dragons



And get unique one

## WHAT IS DONE:

### PVE ATTACKS OF EVIL DRAGONS:

- 50 DIFFERENT EVIL DRAGONS THAT ATTACK AN ISLAND. THERE IS A COUNTDOWN FROM THE MOMENT THE BATTLE IS INITIATED TO THE MOMENT IT BEGINS, SO YOU CAN PREPARE FOR IT AND CALL FRIENDS TO HELP YOU

### BOSS EVIL DRAGON:

- ON A REGULAR BASIS STEALS PLAYER'S SHIELDS, SPINS AND DESTROYS BUILDINGS WHEN ENCOUNTERING THE PLAYER IN PVP BATTLE;
- YOU CAN DEFEAT IT AFTER COMPLETING 2 ULTIMATE GOALS IN THE GAME: BUILDING ISLAND 21 AND OBTAINING THE RED DRAGON

### PVP BATTLES:

- PLAYERS' DRAGONS FIGHT EACH OTHER;
- WINNING DRAGON GETS +1 TO ATTACK OR DEFENCE

### PROTECTION SHIELDS:

- 3 TYPES OF PROTECTION: AGAINST GOLD STEALING, SPIN STEALING, ATTACK

### DAILY REWARDS:

- THREE CHESTS THAT CAN BE OPEN WITH 3 KEYS;
- ONE KEY IS FOR FREE, YOU CAN BUY 2 MORE;
- SAFE BOX CAN BE OPEN EVERY 5 DAYS TO GET A GREAT REWARD



## FUTURE PLANS (FUTURE POST-RELEASE DEVELOPMENT):

### ENGAGEMENT:

- GETTING ADDITIONAL GOLD FROM THE ISLANDS PROTECTED BY DRAGONS

### CLANS:

- COMMON ISLAND CONTROL;
- CLAN BATTLES FOR ISLAND CONTROL;
- OBTAINING RESOURCES FROM THE ISLAND THAT ARE UNDER YOUR CLAN'S CONTROL;
- PROTECTION OF COMMON ISLANDS

### NEW ULTIMATE GOALS:

- GET A UNIQUE ISLAND GUARDED BY THE BLACK DEATH DRAGONS;
- YOU NEED TO BUILD 10 MORE ISLANDS, ETC
- ON ISLANDS 5 AND 10 PLAYER GETS NEW UNIQUE DRAGONS;
- ONLY CLANS THAT HAVE UNIQUE DRAGONS CAN DEFEAT BLACK DEATH DRAGONS



## SOFT LAUNCH KPI (RETENTION ON ANDROID)

Daily cohorts	Days since install													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
38 Users	71.7%	50.0%	29.7%	20.3%	20.3%	16.3%	16.3%	13.7%	9.3%	9.3%	9.3%	7.3%	7.3%	7.3%
26.Jul.2016 49 Users	55.1%	44.9%	44.9%	38.8%	34.7%	34.7%	38.8%	28.6%	34.7%	32.7%	26.5%	28.6%	26.5%	
27.Jul.2016 54 Users	46.3%	29.6%	29.6%	18.5%	18.5%	16.7%	14.8%	13.0%	13.0%	9.3%	14.8%	13.0%		
28.Jul.2016 45 Users	51.1%	40.0%	26.7%	33.3%	20.0%	17.8%	20.0%	11.1%	13.3%	15.6%	6.7%			
29.Jul.2016 92 Users	48.9%	28.3%	25.0%	21.7%	22.8%	23.9%	18.5%	17.4%	15.2%	10.9%				
30.Jul.2016 1 022 Users	10.3%	6.0%	4.5%	4.2%	3.8%	4.3%	4.3%	3.7%	3.0%	<b>incentivised traffic</b>				
31.Jul.2016 747 Users	16.1%	11.5%	9.2%	9.2%	8.7%	6.8%	6.3%	5.9%	<b>incentivised traffic</b>					
01.Aug.2016 614 Users	16.0%	12.2%	9.3%	7.8%	8.0%	6.7%	5.9%	<b>incentivised traffic</b>						
02.Aug.2016 131 Users	66.4%	49.6%	42.7%	42.7%	32.1%	35.1%								
03.Aug.2016 79 Users	46.8%	35.4%	31.6%	29.1%	32.9%									
04.Aug.2016 54 Users	44.4%	37.0%	29.6%	27.8%										
05.Aug.2016 35 Users	62.9%	54.3%	37.1%											
06.Aug.2016 39 Users	43.6%	25.6%												
07.Aug.2016 37 Users	51.4%													

WITH EVERY UPDATE WE  
IMPROVE RETENTION  
MORE AND MORE



## SOFT LAUNCH KPI (RATINGS ON ANDROID)



### Treasure Master: Dragon world

com.datcroft.drag [View in Play store](#)

**PUBLISHED** August 5, 2016 [Unpublish app](#)

Statistics

User Acquisition

**Ratings & Reviews**

**Ratings**

Reviews Analysis

Reviews

Beta Feedback

Finance

Crashes & ANRs

Optimization Tips

2

Pre-Launch Report

FCM Diagnostics

Promotions

APK

Store Listing

### RATINGS

4.754  
★★★★★



Total ratings

305

Ratings with reviews

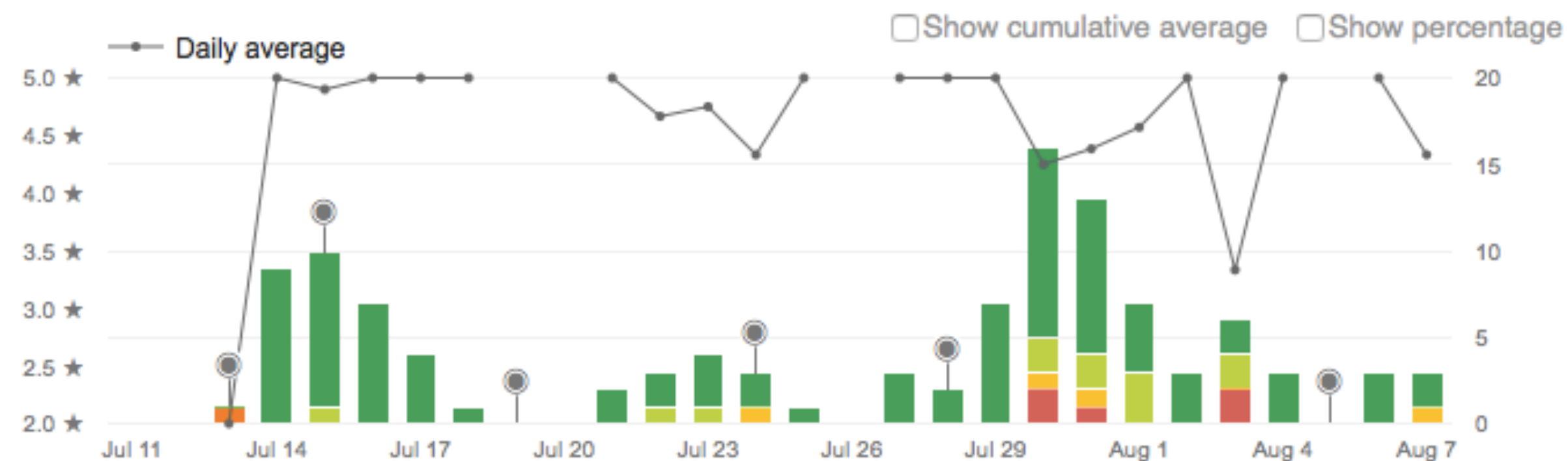
160

### RATINGS OVER TIME

Daily

Weekly

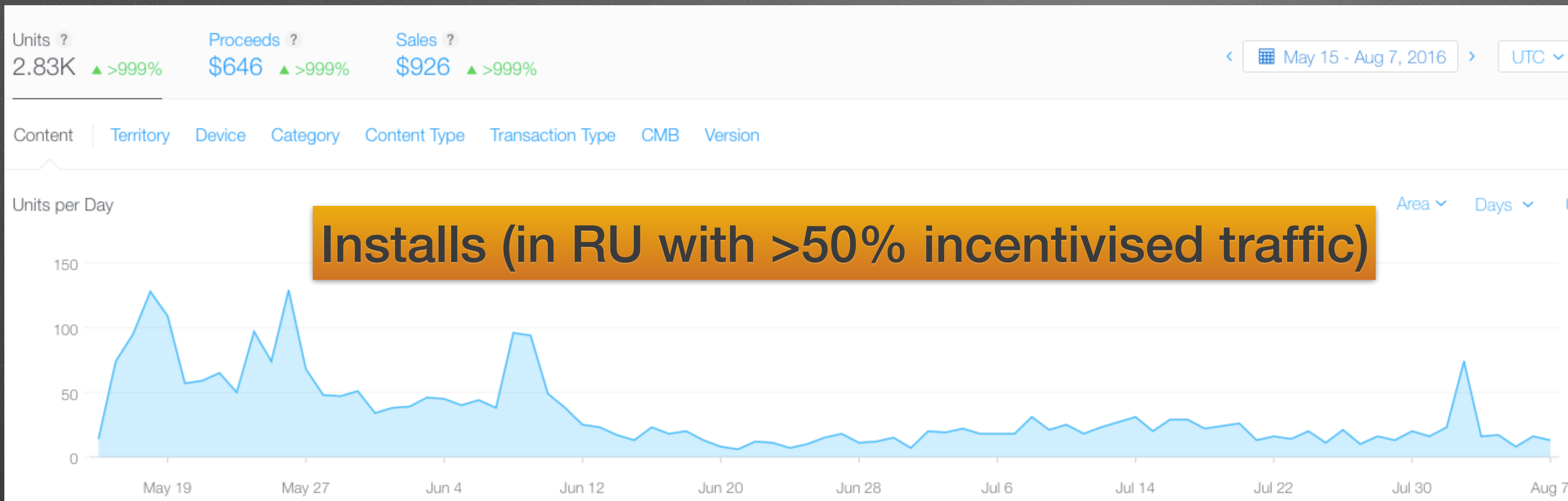
Monthly



IT IS OBVIOUS THAT  
PLAYERS LIKE AND  
VALUE THE GAME

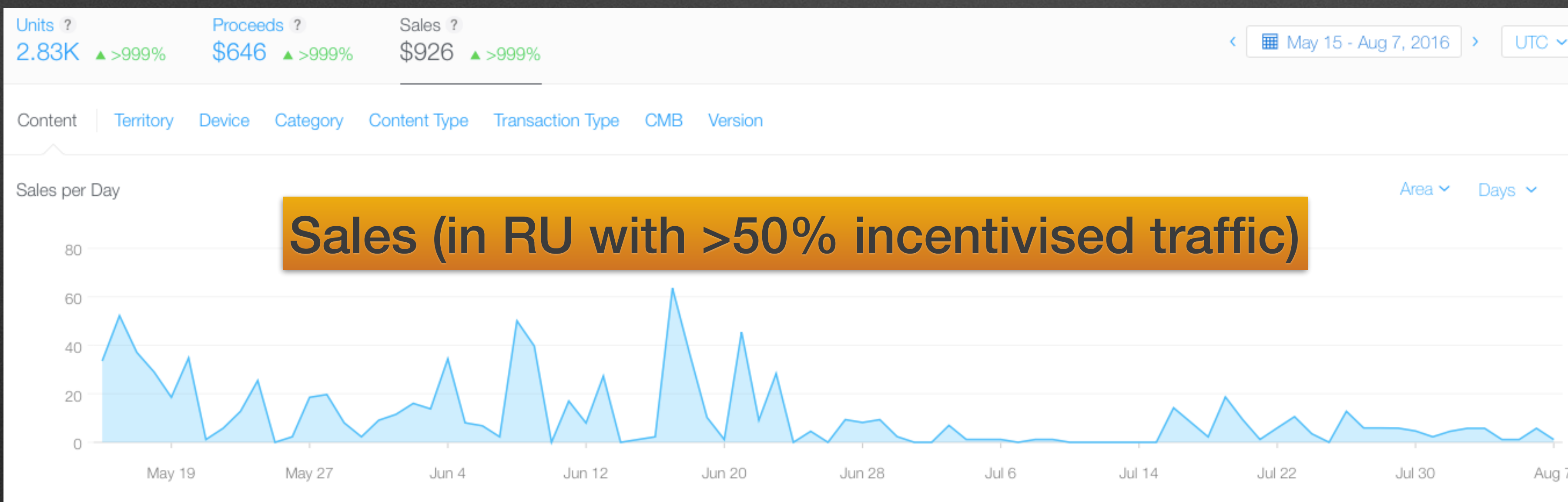


## SOFT LAUNCH KPI (SALES ON IOS)



IT GIVES US NOW ON  
SOFT LAUNCH STAGE:

IN RUSSIA\*  
 $LTV = 926 / 1415 = 0.65\$$



\* IN RUSSIA IN GENERAL LTV IS  
SEVERAL TIMES LESS THEN IN USA



- MOBILE IOS, ANDROID, AMAZON VERSIONS
- PLANNED RELEASE Q3 2016



- WEB VERSION

- PLANNED RELEASE Q3 2016





WE ARE LOOKING FORWARD TO A FRUITFUL BUSINESS  
BETWEEN OUR COMPANIES ABOUT THIS AND OTHER  
OUR GAMES.





THANK YOU!

ANY BUSINESS INQUIRIES PLEASE CONTACT:

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