



APEIROGON GAMES - LAPD 2195

INVESTMENT PITCH DECK

[HTTPS://WWW.APEIROGON-GAMES.COM/LAPD-PITCHDECK](https://www.apeirogon-games.com/lapd-pitchdeck)

[HTTPS://WWW.APEIROGON-GAMES.COM/LAPD-BUSINESS-PLAN](https://www.apeirogon-games.com/lapd-business-plan)



(2025/04/21) Wishlists: 11,063

PROJECT INFO

- LAPD 2195 is a **multiplayer strategy-action game**, centered on futuristic combat between customisable Mechs.
- The game will **target PC via Steam**, leveraging online multiplayer with both competitive and co-operative play.
- **11,063 Wishlists** on Steam with no demo/playable.
- **1,227** players subscribed for the alpha test.
- **\$25,300 USD** in **marketing secured** from Galaxies Showcase.
- **\$20,000 USD** in miscellaneous funds secured from Creative Director Peter Ryan

<https://store.steampowered.com/app/649560>



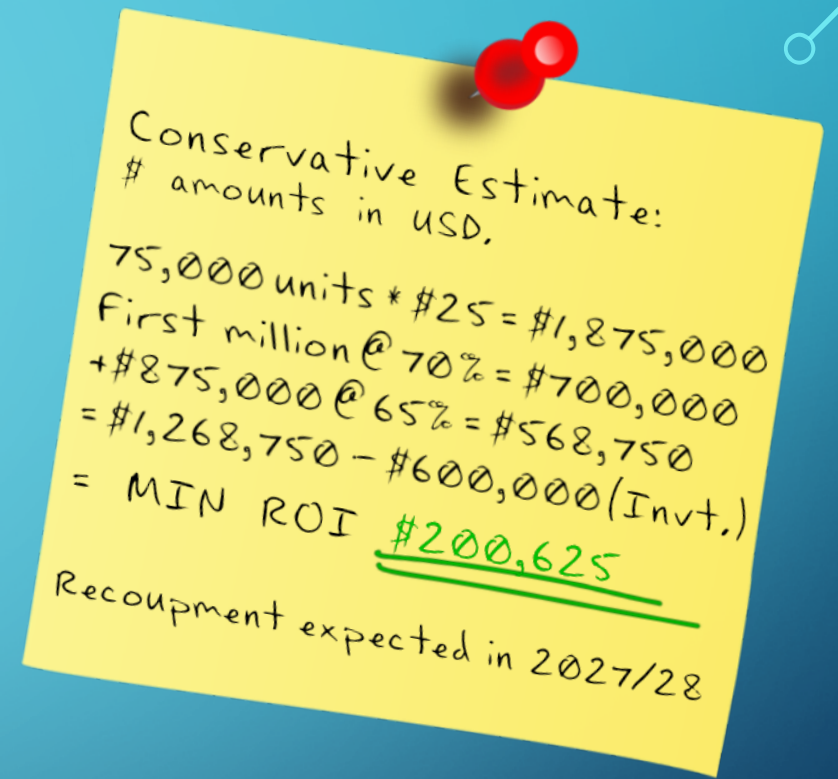
COMPANY INFO

- Apeirogon Games, was established as a sole proprietorship in 2016 by **Peter Ryan, a 25 year veteran** of the indie game industry.
- Peter has contributed to the development of numerous projects, culminating in **6 shipped projects**.
- He has experience in all areas of game design:
Level design, Environment Art, 3-D modeling, Animation, Sound Design, 2-D Art, and Programming.

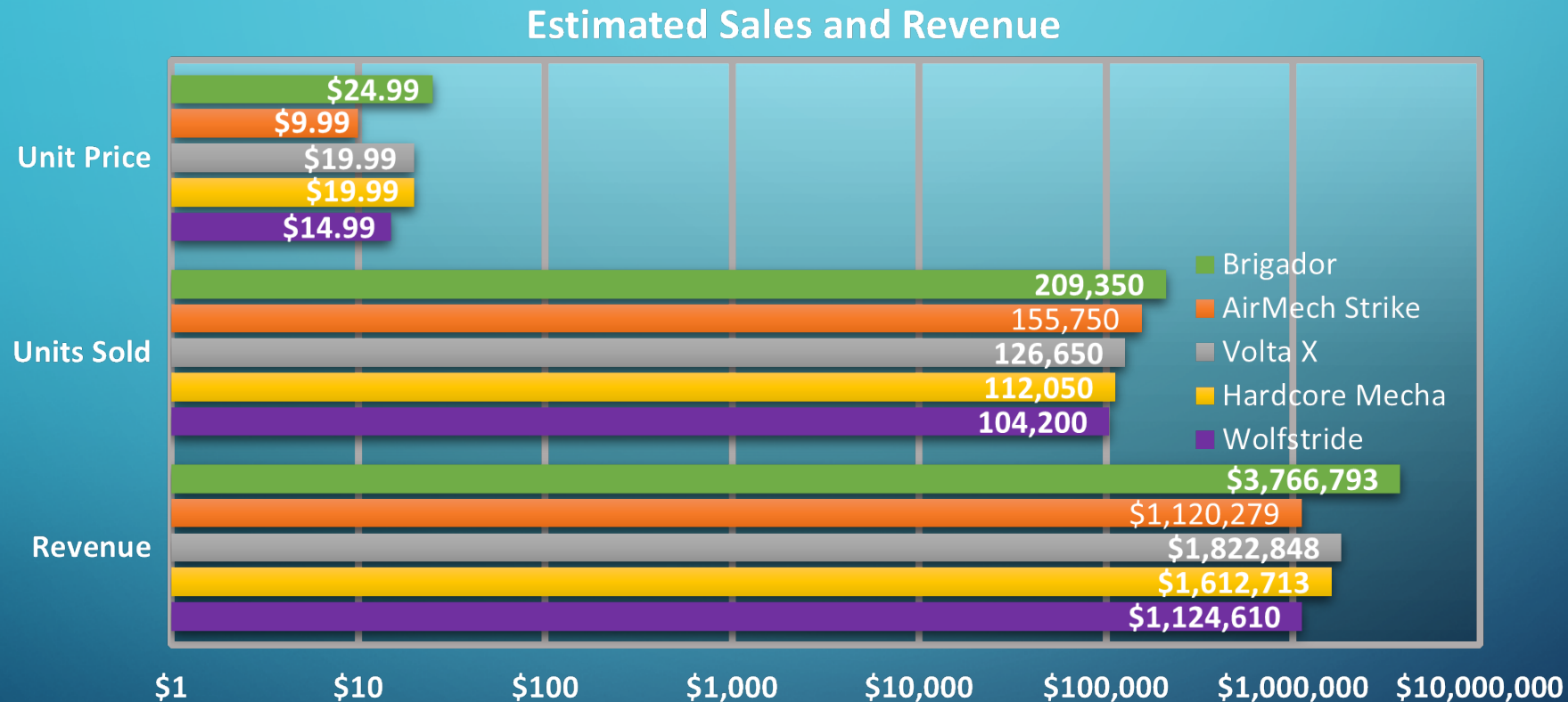
INVESTMENT AMOUNT

- **Seeking \$600,000 USD** in quarterly increments of \$75,000 over 2 years.
- Targeting **August 2025 project start** and Summer/Fall 2027 release.
- Projected sales of 150,000 – 300,000 units generating **\$2.4m - \$5.9m USD net income**.
- Expected Minimum **ROI: \$200,625 USD or +33%**.
- In exchange for investment we offer **70% of net income** until recoupment, with a further **30% share for 5 years** after release.*

*See [full business proposal](#) for details.



COMPARABLES:



To demonstrate the potential for profitability and minimize investment risk, we have conducted research into similar games with comparable genres, budgets, and team sizes. While finding precise data on digital game sales can be challenging, we utilized a tool called the Steam Revenue Calculator (<https://steam-revenue-calculator.com/>) to estimate the gross revenue for five games that share key similarities with L.A.P.D. 2195.

MONETISATION STRATEGY

- **Initial Purchase:** The game will be sold at a price of **\$20 - \$30 USD**.
- **Cosmetic Micro-transactions:** Offer optional cosmetic skins and customisations for Mechs (without affecting gameplay balance).

Ongoing Content Driving Engagement

One critical factor driving ongoing revenue is the release of **free DLC** or Expansions to the game. This strategy ensures:

- **Player Retention:** Players who bought the game in Year 1 stay engaged with new content in Year 2, leading to repeat purchases and further micro-transactions.
- **New Player Acquisition:** Ongoing updates, expansions, and community-building efforts (through events, social media, and influencers) attract new players, expanding the player base and increasing sales.

CONTACT

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<https://www.apeirogon-games.com/>

https://store.steampowered.com/app/649560/LAPD_2195/

<https://www.youtube.com/@ApeirogonGames>

Full Business Proposal

<https://www.apeirogon-games.com/lapd-business-plan>