



FamousDogg



TOWARDS FINESSE IN GAME DESIGN...

An orchestra of art and technology which delivers a unique and unpretentious experience in mobile gaming

ABOUT US

Famous Dogg Studios was founded in 2016 as a one-man outfit for creating games as test-beds for novel AI algorithms. Over the last 6 years, we have evolved into a **quality-centric organisation with a sustainable business model** and a have gathered deep understanding and knowledge of the video games industry.

Our passionate team of technology and art professionals has been recruited, trained and nurtured to build world-class games for mobile and desktop platforms.

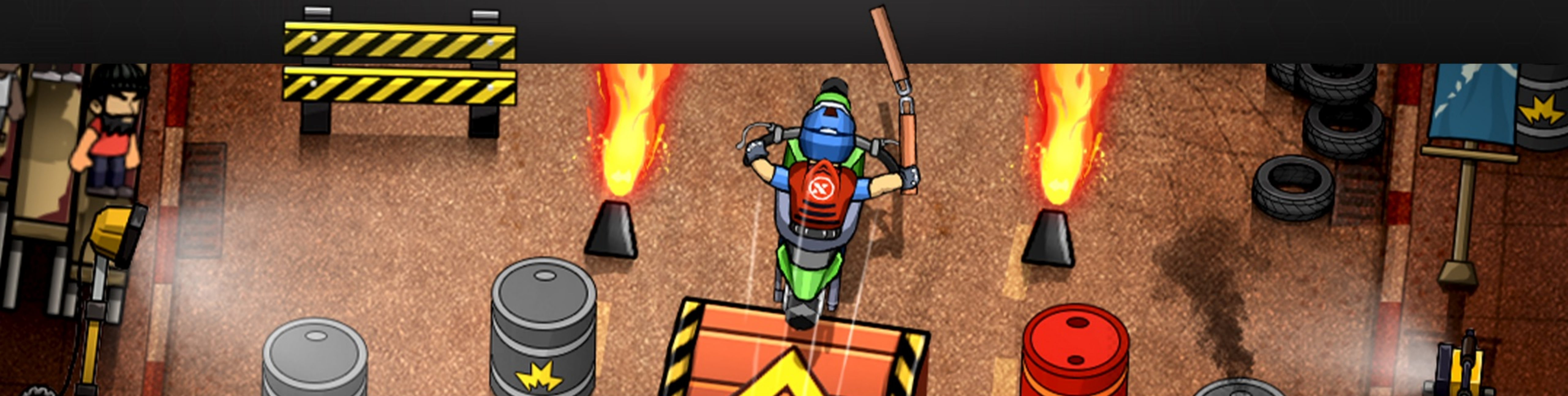


Operating out of **New Delhi, India**, we are a team of highly skilled **indie game developers and designers**.

We look at games as an extension of our own experiences and try to distil the core of these experiences into how we conceptualise, design and implement our games

We're proud to be leading the charge in the mobile and PC gaming industry with our unique and world-class products, driven by our extensive experience in **Engineering, Design, Artificial Intelligence**, and the human aspects of computing.

We take calculated risks, push boundaries, and set high standards with our meticulous **attention to detail and data-driven practices** to consistently deliver exceptional results.



WHAT WE DO

Our skills allow us to develop **ideas into carefully crafted concepts**, which we then mould into a **well-rounded, marketable product**. We involve ourselves in every step of the product's life cycle including:

- Conceptualisation
- Art and Design
- Programming
- Deployment
- Compliance
- Maintenance

Our products are created through **meticulous data-driven processes** with quality ingrained into each step of design and development.



We have developed and published multiple games on **Android, iOS, Windows and Mac OS** and have successfully ported games from mobile to PC, earning critical acclaim from the discerning PC audience.

Our games have been enjoyed by **over a million users across the globe on various platforms**, with high brand loyalty and user-retention. In addition to working with publishers in Asia and the US, our games have been featured on platforms such as the App Store, Play Store and Steam.

Going forward, we will have an increased focus on the **lucrative and high-volume hypercasual games segment** for mobile and also on expanding our skills to develop 3D games. We also plan to reinforce our brand by increasingly **publishing our own games** and building stronger relationships with Apple and Google's distribution platforms.



ABOUT THE FOUNDER

SHASHWAT MITTAL is an avid gamer and passionate programmer with a very strong academic background in science and technology.

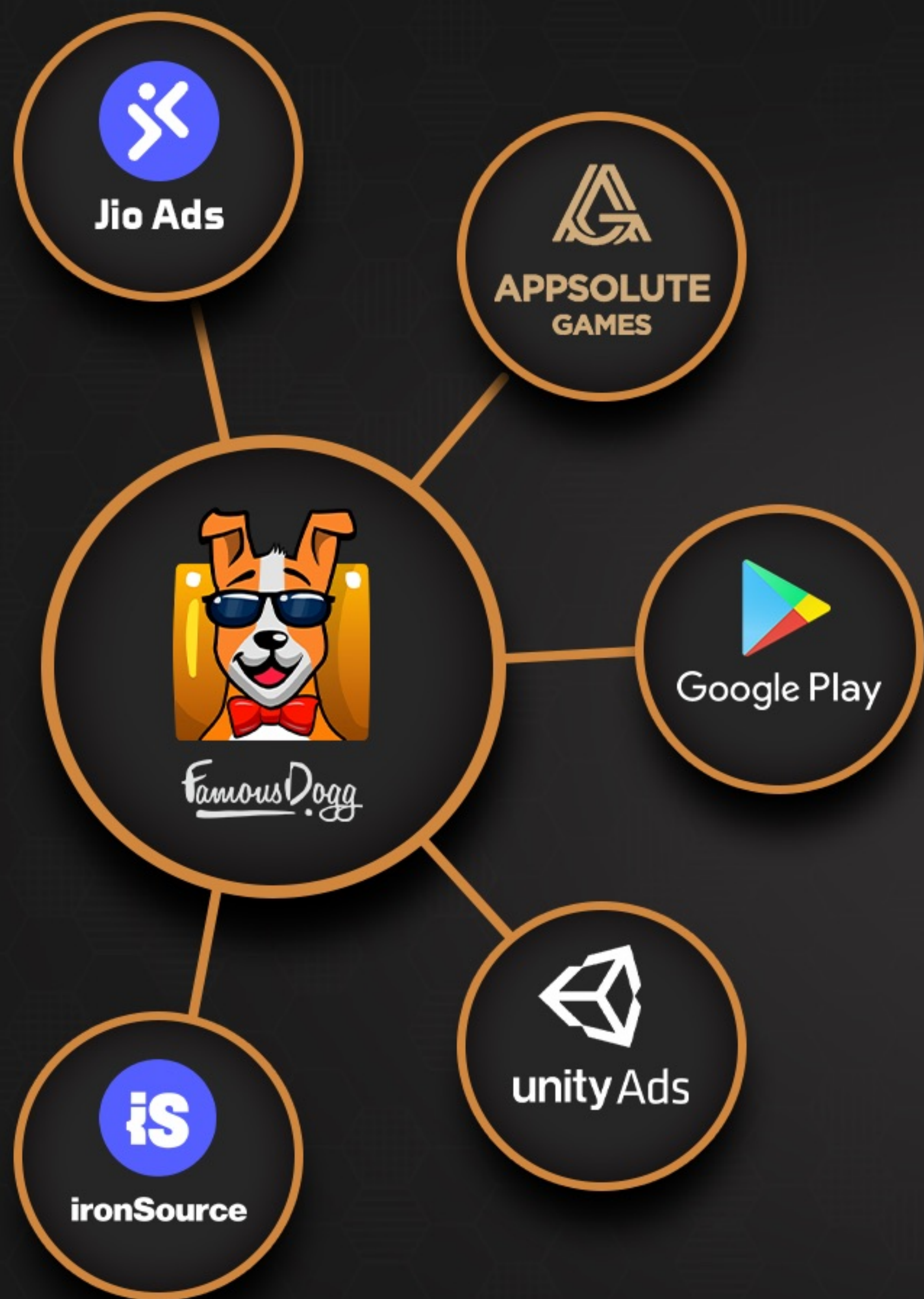
- Master's degree in Engineering, University of Warwick (UK)
- MSc in Artificial Intelligence, University of St. Andrews (UK) with High Distinction.

While at university, he was involved in cutting-edge projects focusing on deployment of **intelligent systems in fields of biomechanics, constraint-solving and game-development**, that have led to substantial funding and significant future work for the schools.

He is the driving force behind Famous Dogg Studios, where he single-handedly set up the business, recruited, assembled and mentored the whole team.

Shashwat is also **Partner and founding member at Yantra IT Innovations**, a New Delhi-based company with interests in IT consultancy and real estate. Yantra has done business with multinationals like UST Global and continues to invest in the technology sector in India.





INDUSTRY NETWORK & COMMUNITY RELATIONSHIPS

Famous Dogg Studios have a good direct relationship with **Google Play's Asia Pacific BD team**. One of our games was the first ever to be hand-picked by Google for featuring on the Early Access section of the Play Store.

We have strong relationships with companies like **Iron Source and Unity** for monetisation using ads in mobile apps.

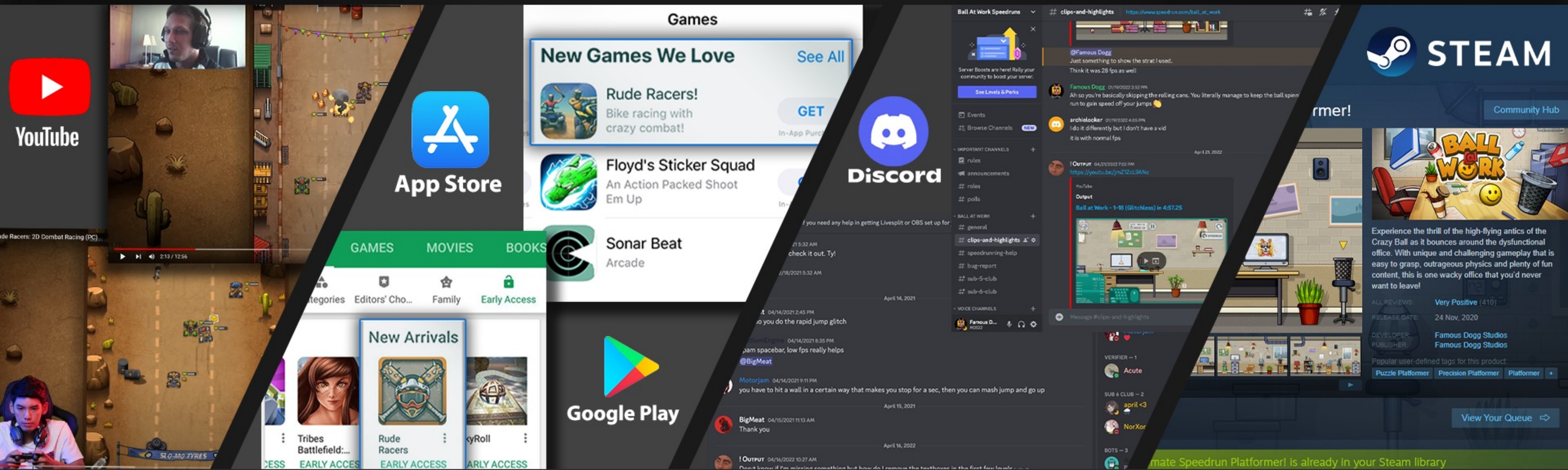
We have worked with well-known publishers such as **Appolute Games** (USA), **Doublethink Games** (China/HK) and our apps have received consistent **global features from both Apple and Google**.

Most recently, we became one of the first gaming studios to partner with **Reliance Industries' JioAds platform** for their exclusive ads inventory in India.

At Famous Dogg Studios, **we work closely with our users and earn their trust and respect through the merit of our work.**

We have extensive and deep ties in the wider gaming community. Top streamers on platforms like **Twitch and YouTube** have covered our products and tens of thousands of influencers on platforms like **Instagram, Twitter, Discord** have volunteered their time and resources to promote our work.

We are also funding partners to the **Solar2D** game development framework (formerly Corona SDK) and strong **advocates for open source** and community-backed initiatives in technology.





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OUR
WORK

WARNING

ZOMBIE
IN AREA

ZOMBIE ESCAPE



ZOMBIE ESCAPE is our latest project which is a casual **physics-puzzle game** based on the popular "pull-the-pin" mechanic. It will be released into full production in April 2023.

- Developed using feedback from over **150,000 testers**.
- High **eCPMs of over \$30** in Tier 1 countries and an average return of approximately \$0.15 per active user.
- Retention numbers are strong and we are very hopeful about the prospects of this project going forward.
- **Featured by Google Play Store** in USA and Canada in Early Access.

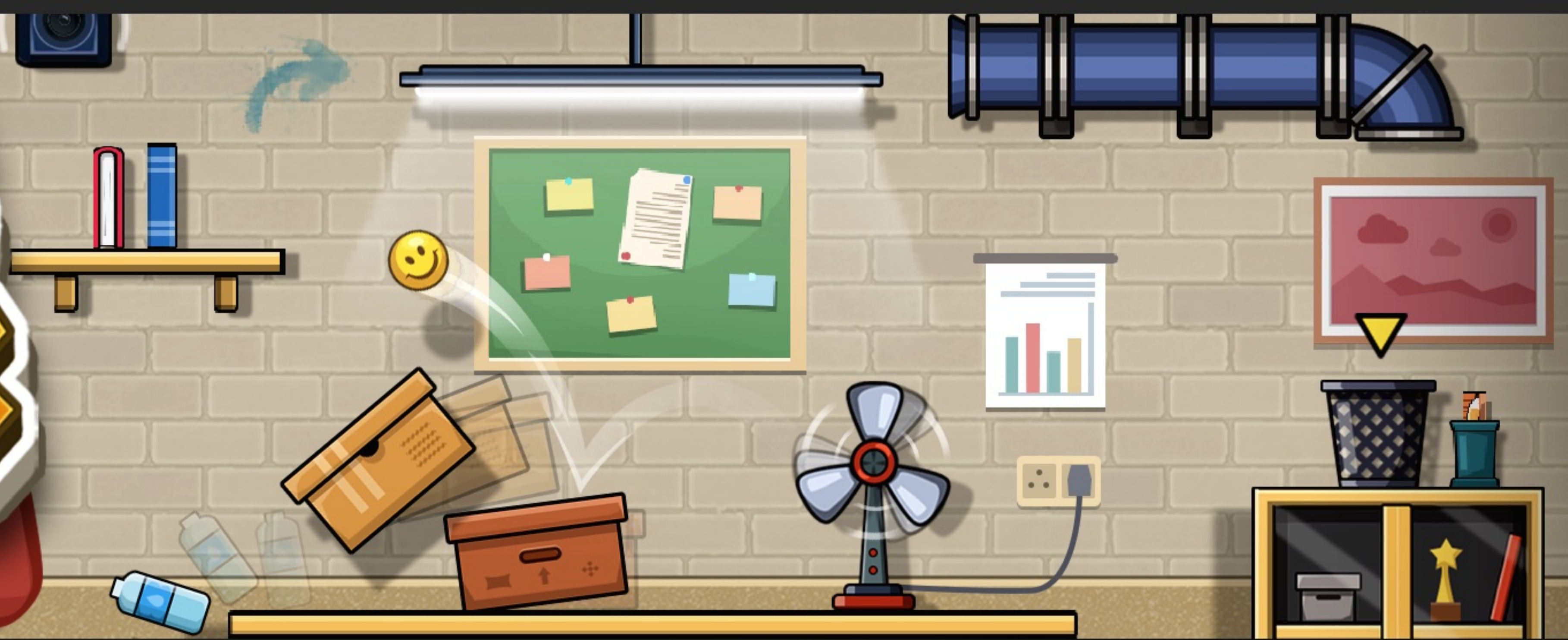




RUDE RACERS was an **action-racing game** that we had developed for mobile and later ported to the Mac App Store and Steam for PC and Mac.

- Rude Racers was initially published in 2019 on iOS by Appsolute Games and received a **worldwide feature on the App Store by Apple**.
- On PC, the game was ranked in the **top 10 racing games on Steam** for a period of over 8 weeks and received very positive reviews from users. The title has in excess of 2,000 paying customers on PC and Mac.
- We saw great community engagement on this project and ran weekly cross-platform competitions for users. It was featured heavily on **game-streams across YouTube and Twitch**.
- Game was localised and published in in multiple languages

BALL @ WORK



BALL AT WORK is a unique **platform game** concept and an ongoing project that we first published on mobile through Appsolute Games on iOS and Doublethink Games on Android.

- The game was **featured on the App Store** in numerous countries.
- With help from Doublethink Games, we were able to get the game onto multiple Android app stores across Asia.
- We also published this game on Steam for PC and Mac where it saw **unprecedented success** in the very competitive Speedrunning community and now has a steady flow of users along with a strong presence on Discord and other social platforms.
- We have used hundreds of thousands data points which we collected from this project to understand and improve the user experience.
- Work is now well underway on an **improved incarnation** of Ball at Work for mobile.

FIGHT THE FIRE



FIGHT THE FIRE is another innovative concept of a hypercasual game that we have worked on in the past. The game has in excess of **50,000 testers globally** on Android and iOS and we are now adding some final touches and optimisations to it.

The game will be rolled out for mobile users globally in Q2, 2023.

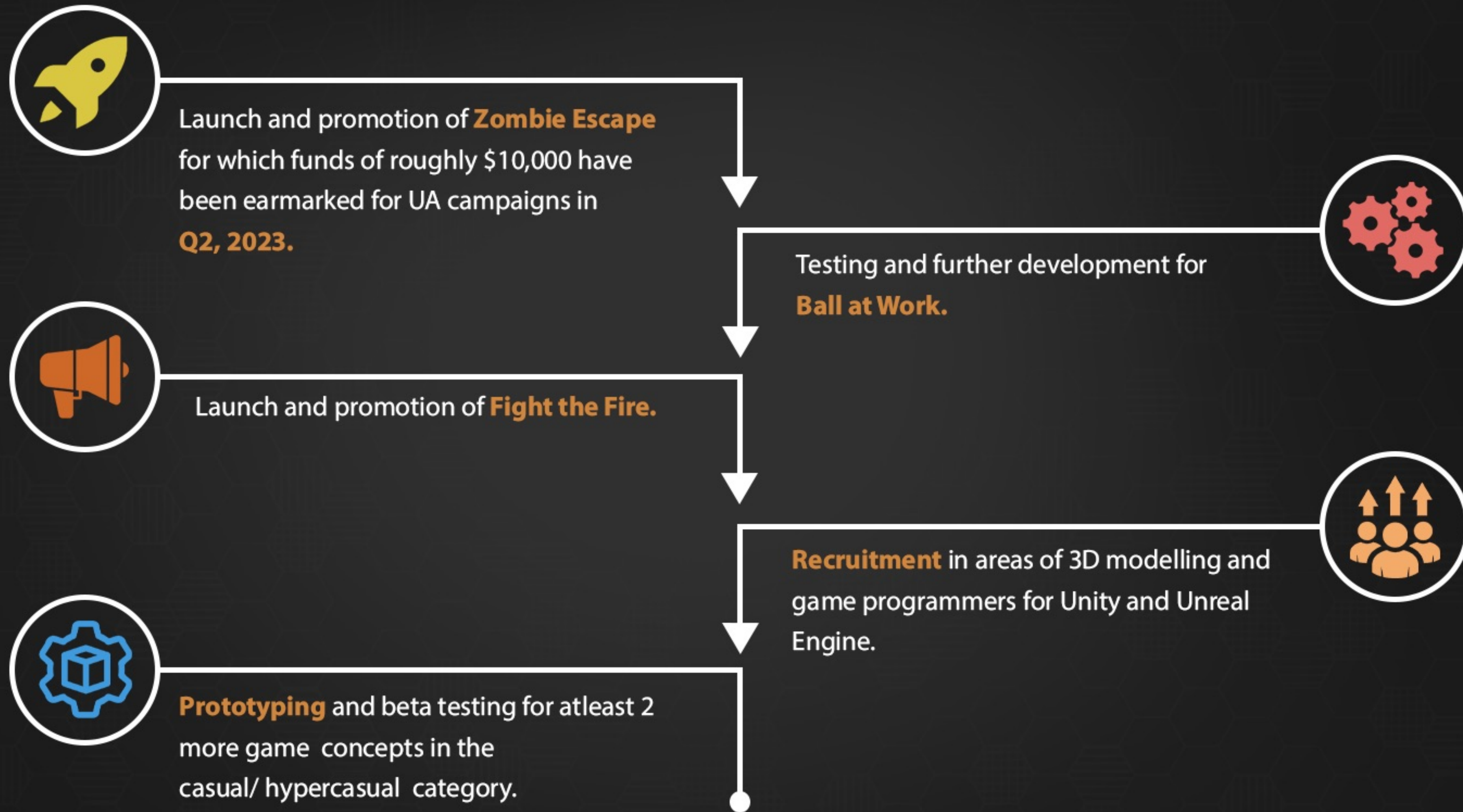
OUR AUDIENCE

We have over a **million active users** in all parts of the globe and on multiple platforms including mobile and PC.

- Our users come from a broad demographic with an almost **equal number of male and female users**.
- We are deeply committed to working closely with our users and have a **large and loyal network** of gamers from different backgrounds who have routinely volunteered their time and resources to support our products.
- All our games have performed exceedingly well in **North America, the UK, South Korea** and other regions with high average returns per user.



ROAD MAP FOR 2023





FamousDogg

TO LEARN MORE..



famousdoggstudios.com



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