ret·con

Decentralized Ecosystem for creating &
trading in-game assets using ML

THE FOUNDERS

Pranjal Chavarkar - CEO

- Master's degree in Product Innovation at Carnegie Mellon University, and Masters in Management and Entrepreneurship from Cranfield University, UK
- Technical Research & Thesis on the 'Spatial Web' – a universal HTTP equivalent protocol for blending physical and virtual realities
- Experience with Unity and AR development pipelines
- Venture Scout at LvlUp Ventures
- Venture Capital Analyst Intern at 412 Venture Fund
- Entrepreneur - former Founder Member of OTM Foods - a FMCG startup
- Product @Augle AI - a Computer Vision startup incubated at IIT Bombay

Mehul Agarwal - CTO

- Computer Science Major at Carnegie Mellon University (Concentration in Machine Learning)
- Serial Entrepreneur, e-commerce startups (Locastic, Speccasa, GoalKick)
- Researcher - NLP, Web3, Computer Vision with publications in NeurIPS 2022
- Founder, Zoom Memes for Self Quaranteens, Active community of 950,000+ college students
- Core Team - boba.network, a layer 2 Ethereum scaling solution
- Launched world's first fully self-driving vehicle - John Deere autonomous tractor
- Experience in privacy preserving compute (Enya.ai, CARING), autonomous driving (John Deere) & generative ML (GAN Studio)
- More info at: https://mehul.al

OPPORTUNITY

Gamers want to express themselves in the games they play

- Players spend about $40 billion a year just on skins, equipment and in-game cosmetics, and it's only increasing!

Gamers can't extract tangible value for time & money invested buying game assets

- When gamers are done with the game, these artifacts have to be abandoned or exchanged on shady secondary marketplaces

- Current secondary marketplaces don't offer the security and stability to exchange these assets

Game studios invest countless resources & time creating assets

- Creating these skins and cosmetics consume a lot of development time and isn't scalable with demand

- Moderating user generated content takes a huge toll on studios & detracts from their core value proposition

SOLUTION

Specialized Secondary Marketplace for game assets

- Gamers are able to extract value for their time spent playing these games

- Gamers can buy/trade/sell their unique in-game assets with other gamers on the marketplace

- Game Studios make more money off of every resale of the asset, in the form of royalties

Creation and minting of game-ready assets

- Gamers use on-platform tools to create unique in-game assets

- Customized 3-D game assets can be used in-game or sold on our platform, enabling a new game economy

- Game Studios save development time and get additional revenue as users export assets to the game

User-generated content & Content Moderation

- Gamers can use state-of-the-art ML diffusion models to generate game-specific textures & designs from text

- ML models help filter copyrighted and NSFW user content at scale

WHAT'S IN IT FOR OUR CUSTOMERS?

Gamers

- Reduces the risk of buying virtual assets by allowing the gamer to recover part of the purchase price of the asset

- Creation pipeline allows gamers more freedom and choice to express themselves

- The ability to customize assets for different games allows gamers to form a creator's economy on top of existing games, earn revenue and and interact in a larger community

Game Studios

- Access to secure, authenticated secondary marketplace

- Free service at no additional cost without taking time away from core game development

- Additional revenue stream through royalties for every asset created/traded on platform

- Reduces development workload due to user-generated content, while sustaining active communities for pre-released games

- Assistance in content moderation

- Scalable yet unique generated ML assets catered to specific games

- Opens up opportunities for shared content and collaboration between studios

PRODUCT DEMO

A video demonstrating what we're building: **Product Prototype**

CREATION PIPELINE

Imagine a world where users can create their own assets in their favorite games

Users can use our design lab to pick unique combinations of preset colors & properties for an asset that can be minted as an NFT and exported to a game
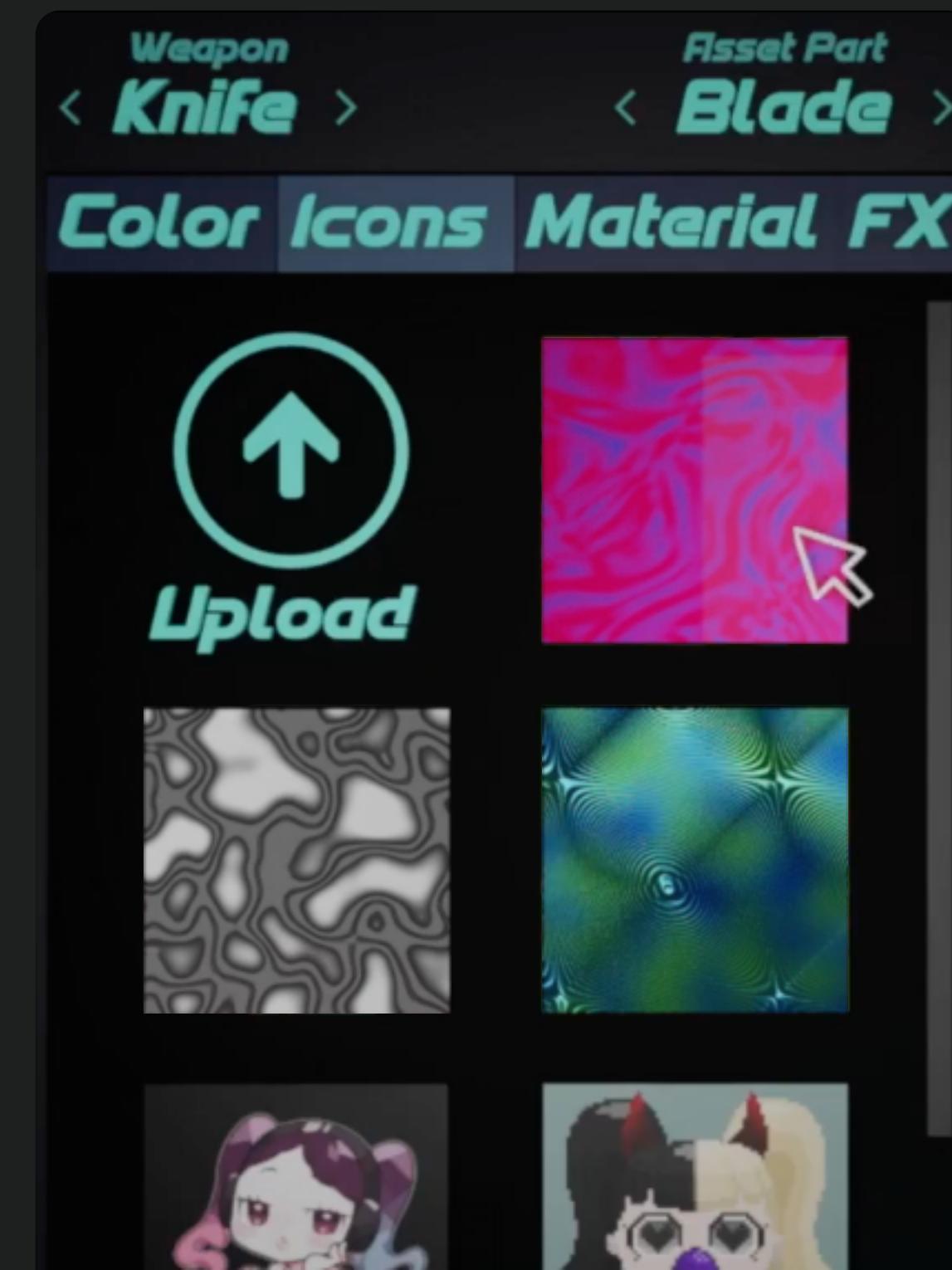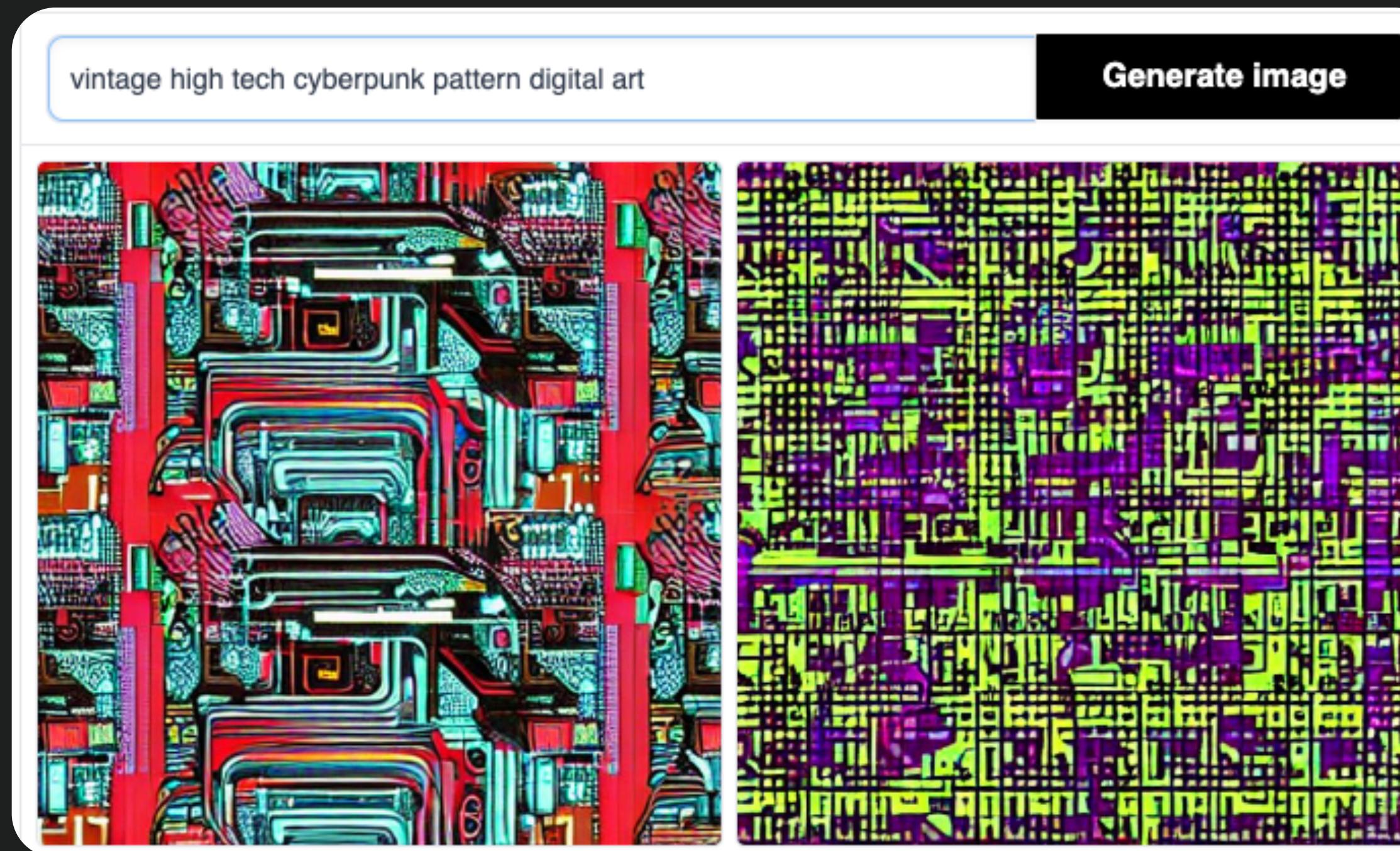
CREATION PIPELINE

We help game studios with content moderation of user generated content on the platform

We employ ML models to scan materials for profanity, copyright violations and sensitive/explicit content

Using Stable Diffusion, users can generate their own unique game-specific textures from text descriptions to put on assets

REVENUE MODEL

We want to enable gamers to create/ customize their own game assets using the design lab on our platform and export such assets to the game.

Consider 4 personas:
Retcon, Game Studio, Gamer A, Gamer B

Whenever someone buys an asset on the platform:

Seller: **82.5%**
Creator: **5% (Gamer A/B or Game Studio)**
Game Studio: **7.5%**
Retcon: **5% (transaction fee)**

CUSTOMIZATION

Retcon would charge a Creation Fee whenever a gamer/creator wants to create/customize their asset.

Fee breakdown -
Game Studio: **92.5%**
Retcon: **7.5%**

REVENUE MODEL

Following are some scenarios for better understanding -

1. Game Studio uploads a new asset to the secondary marketplace that Gamer A buys.

Game Studio: **95%**
Retcon: **5% (transaction fee)**

2. Gamer A resells the asset on the marketplace, which Gamer B buys.

Gamer A: **85%**
Game Studio: **10%**
Retcon: **5%**

3. Gamer A creates an asset and sells it on Retcon, which Gamer B buys.

Gamer A: **87.5%**
Game Studio: **7.5%**
Retcon: **5%**

4. Gamer B resells this asset on the marketplace to Gamer C.

Gamer B: **85%**
Gamer A: **5% (royalty)**
Game Studio: **7.5%**
Retcon: **5%**
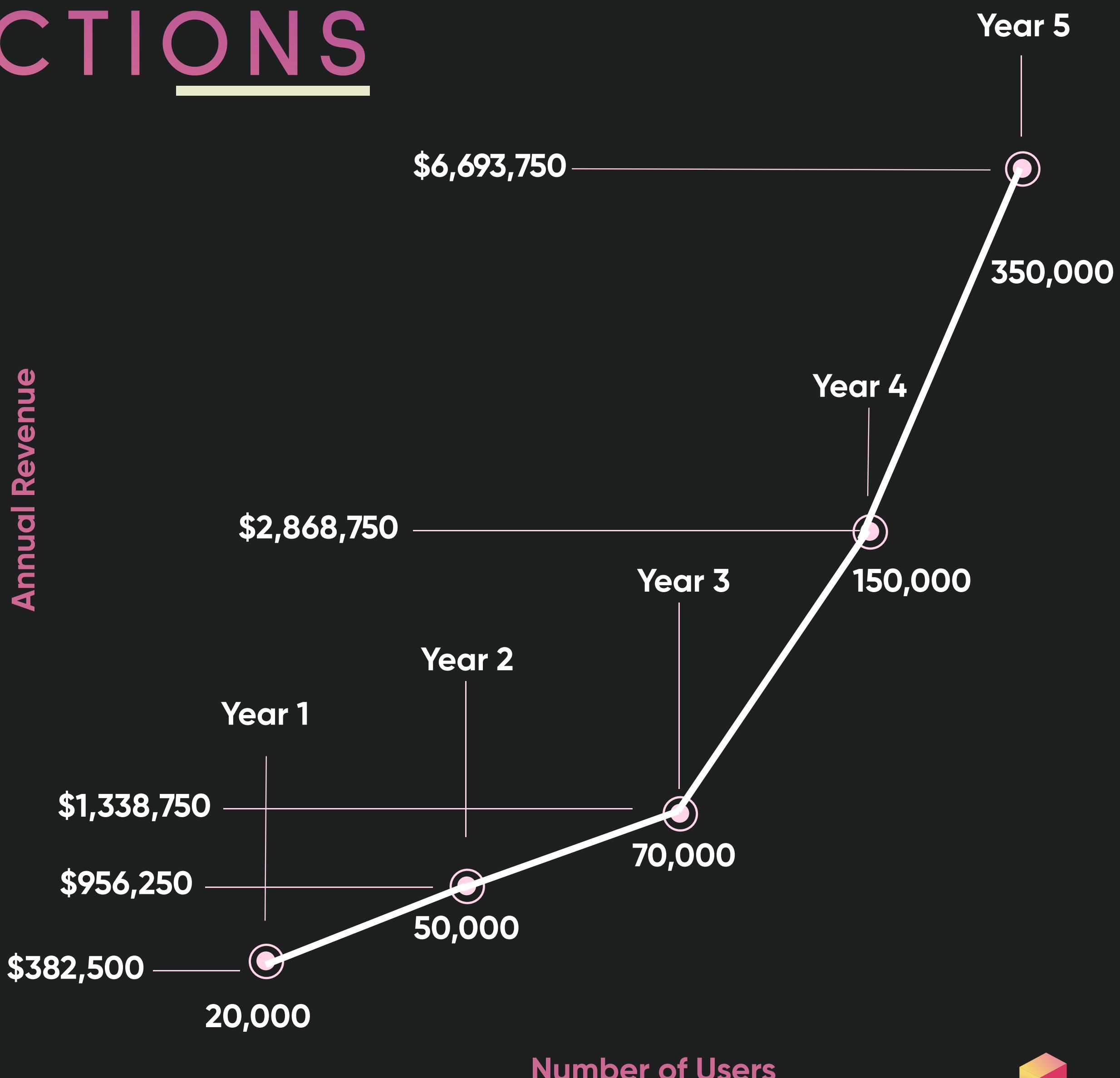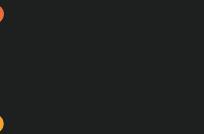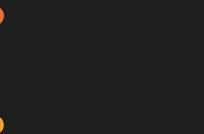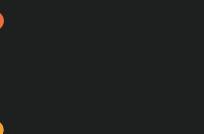
FINANCIALS – PROJECTIONS

Five Year Projection

Income Statement	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue:					
Transaction Fees	225000	562500	787500	1687500	3937500
Creation pipeline fees	157500	393750	551250	1181250	2756250
Total Revenue	382500	956250	1338750	2868750	6693750
Development Costs (COGS)	200000	250000	350000	500000	500000
Gross Profit	182500	706250	988750	2368750	6193750
Variable costs:					
Security and Maintenance	30000	35000	35000	40000	40000
Legal Fees	50000	100000	100000	150000	150000
Marketing	40000	60000	60000	65000	65000
Rent	50000	100000	100000	100000	150000
Supplies	60000	80000	100000	120000	140000
Miscellanous	20000	40000	40000	50000	50000
Total Variable Costs	250000	415000	435000	525000	595000
Total Costs	450000	665000	785000	1025000	1095000
Net Income	**-67500**	**291250**	**553750**	**1843750**	**5598750**

Annual Revenue vs Number of Users

- Year 1: $382,500 — 20,000
- Year 2: $956,250 — 50,000
- Year 3: $1,338,750 — 70,000
- Year 4: $2,868,750 — 150,000
- Year 5: $6,693,750 — 350,000

COMPETITION

| Marketplaces	Steam	GALA GAMES	FRACTAL	Dmarket	ret·con
Not restricted to NFTs	✓	✗	✗	✓	✓
Creation of customized assets	✗	✗	✗	✗	✓
ML Generation & Content Moderation	✗	✗	✗	✗	✓
Asset Trading	✗	✗	✗	✗	✓
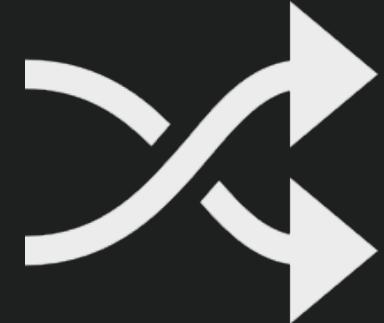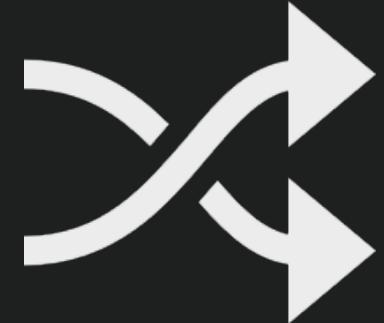
ROADMAP FOR CREATION

Phase 1

Users can import their 3D models & convert them to game-ready assets employing our Computer Vision models

Phase 2
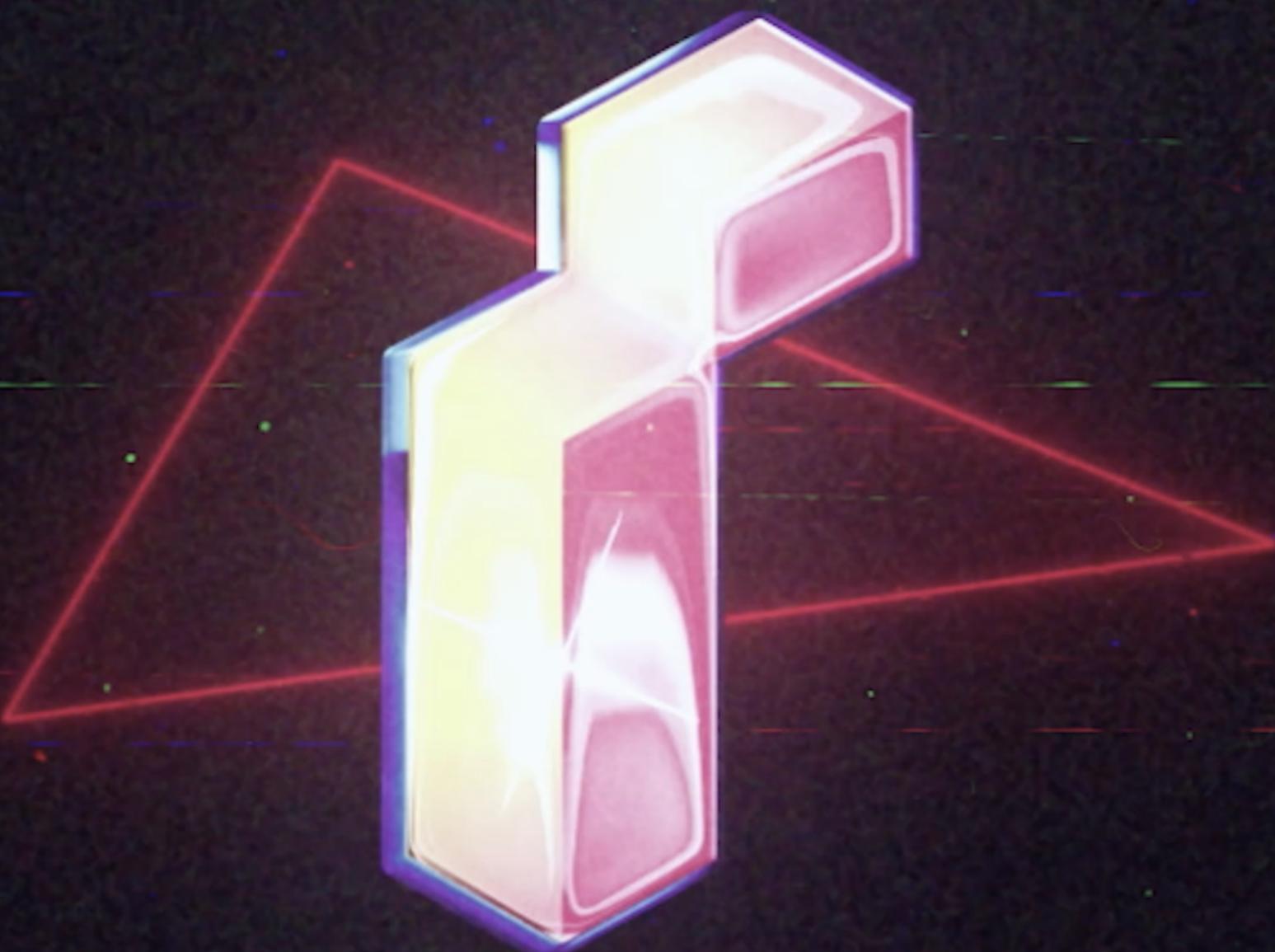
Users can now photogrammetically click pictures of 2D assets & drawings and convert them to 3D game-ready assets with help from state-of-the-art 3D ML diffusion models.

ROADMAP

Nov '21

Winners

Hack-a-startup

Mar '22

Winners

McGinnis Venture Competition

Sept '22

Pivot to Creation pipeline

July '22

Beta Prototype

Market Research and testing with game studios

May '22

Team building and prototype 1

Nov'22

Asset Generation Prototype

Jan'23

Onboarding game studios

Feb '22

Seeking seed investment

THANK YOU!

Please reach out to mehula@andrew.cmu.edu
for any questions, comments and referrals!