

The background is a vibrant, cartoon-style underwater scene. On the left, a large yellow submarine with a blue porthole and a periscope is visible. The water is a deep blue with various sea creatures: a green octopus with a bomb on its head, a shark, a small fish, and a purple jellyfish. There are also bubbles and coral reefs scattered throughout the scene.

SUB FLOAT

Symbi^otix

Promotion-ready arcade game seeking growth capital

Focused promotion round for influencer launches, paid ads, and creative testing.

How deep can you go?

A simple challenge players understand instantly.

Subfloat sells the feeling first:

- **Instant control**
Players understand the dive in seconds.
- **Run-based tension**
Every attempt creates a clear personal challenge.
- **Visible progress**
Pearls, rewards, and submarines make each session feel useful.



Audience Insights

Casual arcade players who enjoy short survival runs, simple controls, rewards, and high-score chase. focus on fast entry, rewarding upgrades, & strong replay value to keep players returning - 1 more 🏃



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From Teenager

All the way targeting upto

Mature People

36+



Motivation

Less than 5 minutes Session Length

Adventure

Stratagy

Coffee Games

Exploration

Social

Short, repeatable sessions

Accessible play, fast emotion, and repeat visits.

10

Submarines

15

Upgrades



5

Power-up



*The player sees a clean promise
Dive, Collect, Escape, Upgrade, Repeat.*

Gameplay Content Map

What players meet, avoid, collect, and upgrade during each dive.

Hazards

Rocks, mines, jellyfish wires, and octopus traps create instant danger.



Platforms

Oxygen refill stops give players relief moments and reset the tension.



Enemy Packs

Piranhas, sharks, missiles, and octopus variants add pressure as depth rises.



Collectables

Silver and gold pearls reward each run and keep progress visible.



Chests

Common, Ultimate, and Epic chests turn collection targets into rewards.



Addons

Oxygen, pearl magnet, thrust, and shield upgrades improve future runs.



Distribution has started. Promotion has not.

That is the current gap.

- **Multi-platform intent**

Mobile-first with Android, iOS, and web distribution routes.

- **Hybrid monetization**

Ads, remove-ads purchase, and pearl packs create multiple revenue paths.

- **Promotion unlock**

The product needs paid reach, influencer proof, and creative iteration.



Gold Perals as In App Purchases



Remove Ads as In App Purchases

Promotion plan: prove demand

Test, measure, then kill or scale quickly.

Influencer & Organic Push

Short gameplay clips from mobile gaming creators to trigger installs.

Paid ad testing

Run multiple creative angles: depth challenge, escape tension, pearl rewards.

Store creative tests

Rotate screenshots, feature graphic, and hooks based on install response.

Measurement loop

Track install cost, retention, ad revenue, and purchase behavior.

Funding ask \$100,000

A focused promotion approach clear spend buckets.

Month 1



\$35,000

Influencer & Organic Push

Month 2



\$40,000

Paid User Acquisition Testing

Month 3



\$15,000

Economic Distribution on
quick commerce

\$10,000

Live Ops & Retention Content
& ASO & Store Conversion

Decision rule: scale only if install cost, day-1 retention, and monetization signals justify it.



Presented by
Symbiotix



- **Product capability**

Subfloat uses a Phaser 3 and TypeScript codebase with Capacitor packaging.

- **Content depth**

The game already includes store-ready visuals, progression content, audio, and mobile UI.

- **Current need**

The current constraint is not build capability. It is audience reach.

A game studio focused on immersive, engaging games across hyper-casual, hybrid-casual, and AR/VR.



A promotion-ready underwater arcade game with clear creative hooks and a focused growth.

Use funds to validate acquisition,
Then scale only if the data supports it.

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Thank You