

PUBLISHER AND UA PITCH 2026

FUEL RUSH

Solve the grid.
Match the fuel.
Keep traffic moving.

A mobile color-routing puzzle built for short sessions,
repeatable levels, and measurable user-acquisition testing.

THE PLAYER PROMISE

A puzzle players understand in seconds

1

Tap a truck

Choose a vehicle whose path is clear.

2

Escape the grid

Route it around the parked fleet.

3

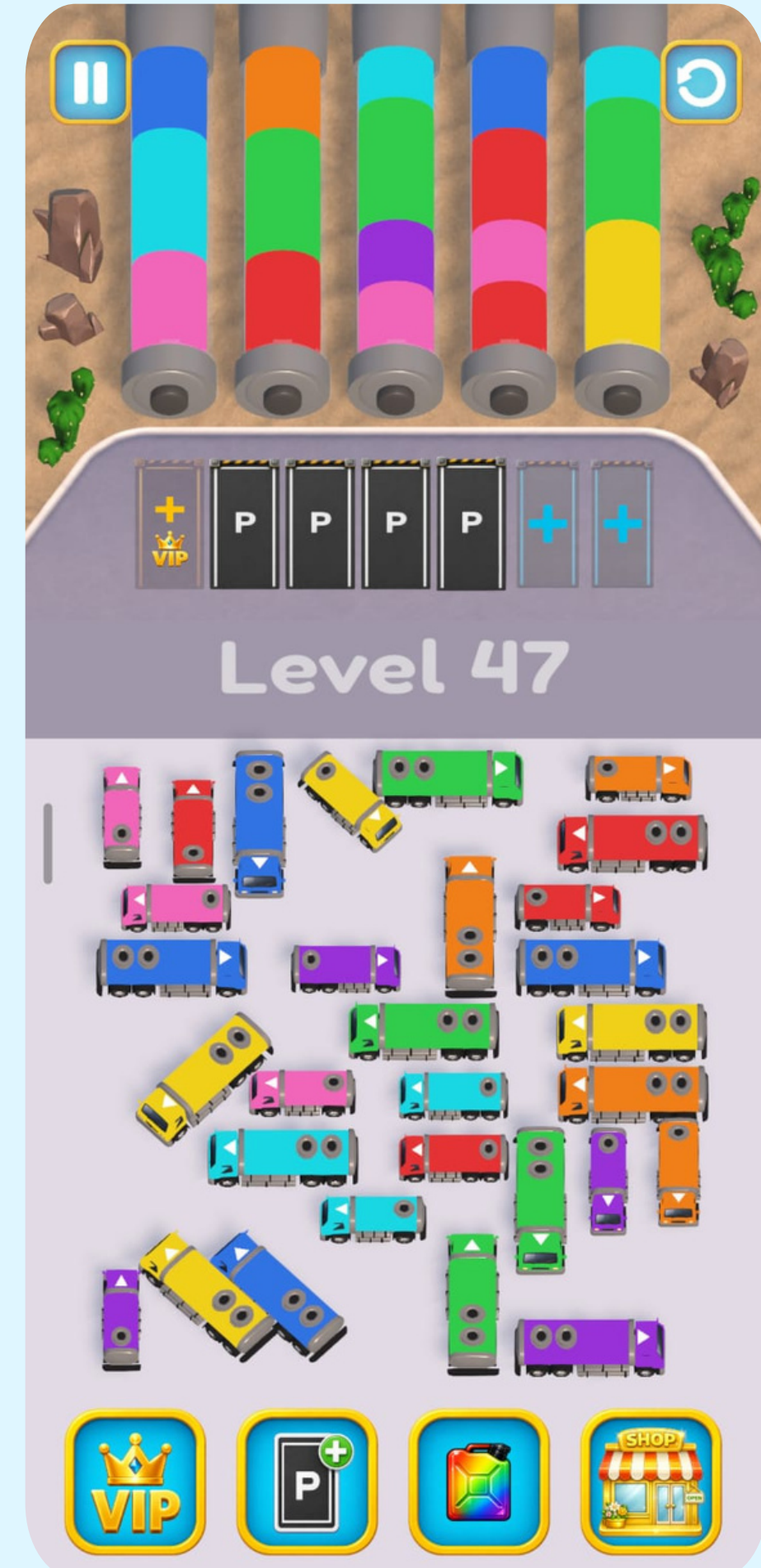
Match the fuel

Use the pipe whose front color matches.

4

Avoid deadlock

Clear every truck before options run out.



Every move changes the board

CHOOSE



Read the blocking pattern.



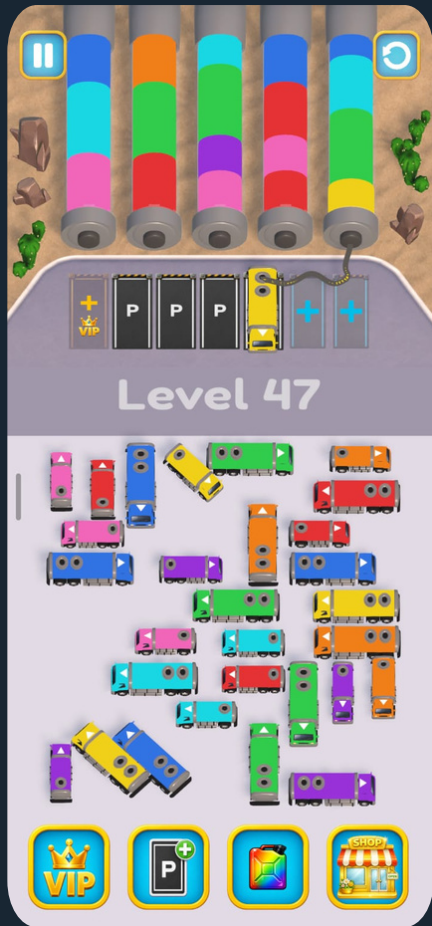
ESCAPE



Drive clear without cutting through the grid.



REFUEL



Drain the matching front fuel layer.

Perfect!



Clear the fleet

Then move to the next puzzle.

Simple rules create layered decisions

- **Blocked trucks change the valid order**
- **Only the front fuel layer can dispense**
- **Parked trucks can consume any matching pipe**
- **A poor choice can block all progress**

FOUR TRUCK CAPACITIES

24L

Small

32L

Medium

48L

Large

Every spawned truck creates matching fuel demand. Supply and demand balance exactly by color.



The puzzle keeps changing

01

Authored opening
Early levels teach the rules with controlled layouts.

02

Procedural continuation
Repeatable definitions extend the campaign.

03

Eight-way placement
Truck footprints and diagonal facing change escape paths.

04

Tunnel traffic
Optional queued lanes feed new trucks into the board.

05

Adaptive station
Pump and pipe layouts respond to each level.



Every action has visible feedback



Smooth motion

Rounded routes, steering, banking, and dust keep trucks readable.

Fuel feedback

The hose and active tank pulse while fuel is consumed.

Physical response

Blocked taps trigger a lunge, impact, bounce, and haptic pulse.

Reward moments

VIP airlift, audio, confetti, glow, and coin flight complete the run.

Perfect!



Tools arrive when players are ready



VIP

Route one selected truck through the reserved VIP flow.



Add Slot

Open the leftmost locked pump when traffic gets tight.



Color Fill

Complete every eligible truck of the selected color.

Each powerup unlocks by level, grants one guided first use, and shows remaining uses.

Built for repeatable puzzle sessions

PROGRESS

Campaign level rail

A clear next puzzle with future levels visible.

RECOVERY

Persistent powerup uses

Players build and spend a saved inventory.

VARIETY

Authored plus procedural

Controlled onboarding followed by repeatable layouts.

RETURN

Daily reminders

A local evening notification invites another run.



Progress, reward, return, repeat.

Multiple revenue paths are implemented



10 store offers

Coin, powerup, starter, and large bundles.



Rewarded value

Double win coins and optional recovery offers.



Permanent ad removal

Suppresses banner and interstitial ads.



Localized pricing

Prices come from the active platform store.

Paid rewards are redeemed through UGS Economy before local grant confirmation.

Available on Android and iOS

- 01 Store commerce**
Unity IAP 5 with store-localized product data.
- 02 Recoverable rewards**
UGS Economy redemption and safe reward synchronization.
- 03 Silent authentication**
Play Games and Game Center with anonymous fallback.
- 04 Device presentation**
Tablet-aware UI and a 60 FPS render target.



Three hooks can lead the first campaign

ESCAPE CHALLENGE

Can this truck get out?

Open on an apparently blocked vehicle and let viewers predict the move.



COLOR PRESSURE

Match the fuel before the board locks.

Show front fuel layers changing as trucks occupy pump slots.



RESCUE SPECTACLE

Use VIP to save the run.

Turn a stuck board into a visible helicopter-assisted escape.



PROPOSED TEST TRANCHE

A \$10,000 test should buy evidence

\$5,500

Paid media

Test audiences, placements, and creative variants.

\$2,000

Creative

Video and playable-ad production.

\$1,500

Store tests

Screenshots and conversion hooks.

\$1,000

Measure

Iteration and contingency.

PROPOSED ALLOCATION. No performance forecast is implied.



THE PARTNERSHIP ASK

Test together. Scale what works.

Fund and operate a controlled \$10,000 user-acquisition test. Review acquisition, retention, and monetization together. Scale only when the evidence supports it.

Request a publisher and UA discussion

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