



Three games I would prototype next

Three one-page pitches, each built on something my shipped games already prove, and a page on how I would choose between them with the CPI test method I wrote for those games. Market notes are qualitative; every number to come from a test.

The brief I set myself

- **Hybrid-casual or casual**, portrait, one thumb, a level in under three minutes.
- **Explainable in a three-second ad** without text, and true to the ad (Brushfall's rule: every ad frame comes from the build).
- **A prototype in two weeks, a soft-launch build in eight**, by a small team.
- **Tunable by bots**: rules in pure C#, a solver or simulator from day one, as in all five of my games.
- **One reason to be mine**: each concept leans on a strength the portfolio shows: language, data-tuned levels, or a world I have written.

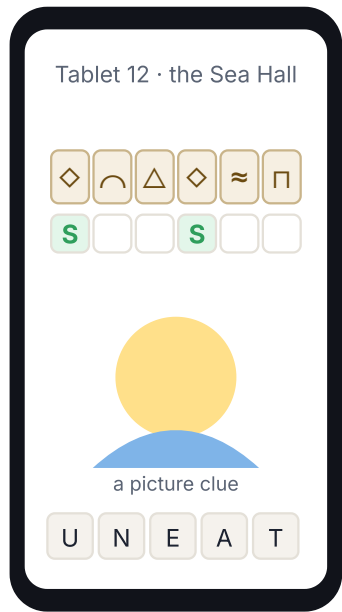
The three

CONCEPT	ONE LINE	BUILT ON
1 • Lost Tongues word and decoding puzzle	Decipher an ancient script one glyph at a time; every tablet you read rebuilds a drowned library.	Kha'shul and The Mouth of Silence's one-rule-per-puzzle design; my linguistics background
2 • Parcel Panic jam / sort puzzle	Tap parcels to slide them out of a jammed post office into the right van before the shelf fills.	Brushfall's and Arcana Match's solvers and level generators; the bot-tuned difficulty curve
3 • Cartographer of Annea calm tile-placement puzzle	Redraw the floating islands the gods erased, one hex tile at a time, for a crew that needs them.	The Chronicles of Demise's world and cast; Clouthaven's layered island pacing

References to existing games describe what they do in public, from playing them and from their store pages; they are not market data.

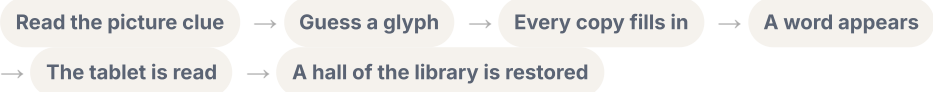
Lost Tongues

A word puzzle where the words are in a language nobody has read for a thousand years. Each tablet is a short inscription in an unknown script; crack one glyph and every copy of it fills in across the tablet, until a sentence appears and the picture beside it makes sense.



The hook in three seconds. A line of strange symbols; one tap on a glyph and it becomes a letter everywhere at once; the last tap turns gibberish into a sentence.

Core loop



Meta

A drowned library, hall by hall: each read tablet restores shelves, and each hall's tablets tell one short myth. A **Daily Tablet**, the same for everyone, is shareable as a grid of solved glyphs without spoilers.

Monetisation

Rewarded hints (reveal one glyph), a small hint pack, cosmetic inks and seals. No energy; a wrong guess costs nothing but pride.

The 15-second ad

0-3 s	Symbols on stone; a finger taps one; it lights up as an S in three places at once
3-8 s	Two more taps; a word appears: SUN; the picture of a sun glows
8-12 s	The last glyph: the whole sentence reads; the hall behind floods with light
12-15 s	Logo, "Can you read it?"

Market references

Wordle	The daily ritual and a spoiler-free share
Cryptogram apps	The substitution-cipher core, proven with puzzle players
Chants of Sennaar	Proof that deciphering a language can be a whole game, made casual here

Why it could win

- Word games are a large, loyal casual audience, and decoding gives the genre a fresh verb.
- The cipher can be generated and solved by a bot, so difficulty is measurable from day one.
- It needs a designer who understands how languages are learned to make it fair: I studied linguistics, taught English for twelve years and built Kha'shul.

Risks

Reading load scares casual players	Short words, a picture for every sentence, letters revealed in a fixed fair order
Localisation multiplies content	Generate tablets per language from a word list; the script stays the same
Easy to brute-force	A limited number of guesses per glyph before a hint is offered

The two-week prototype

One hall of 20 tablets generated from an English word list, the fill-in mechanic, the daily share. Measure time to first solve and hint use with 10 players; run the three-hook CPI test.

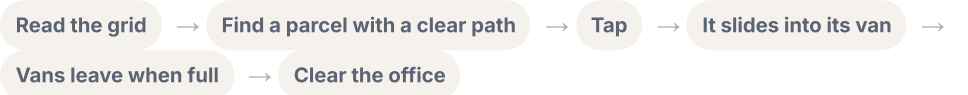
Parcel Panic

A jammed post office. Every parcel has an arrow; tap it and it slides that way until it leaves the grid or bumps into another. Parcels that get out drop into the van of their colour; a full van drives off. Run out of room on the holding shelf and the office closes.



The hook in three seconds. A grid packed so tight nothing can move; one tap on the right parcel and a chain of parcels pours out into three vans that drive off at once.

Core loop



Meta

A town that grows with deliveries: each cleared office lights a street, opens a neighbour's short story and a new kind of parcel (fragile, express, oversized). Weekly **Rush Hour** levels with a leaderboard.

Monetisation

Hybrid-casual: interstitials between levels from level 10, rewarded extra shelf slots and an undo, booster packs (a forklift that removes one parcel, a shuffle). An ad-removal purchase.

The 15-second ad

0-3 s	A jammed grid, the shelf nearly full, a red warning; a finger hovers
3-8 s	One tap: a parcel slides out, freeing three others that pour into vans
8-12 s	Vans drive off one after another, the shelf empties, coins burst
12-15 s	"Can you find the first tap?" Logo

Market references

Bus Jam, Car Jam	The jam-and-board loop the genre is built on
Unblock puzzles	Sliding pieces on a grid; a puzzle with a provable solution
Royal Match	A gentle meta and frequent short events, without complexity in the core

Why it could win

- The genre is proven, so the CPI test answers quickly.
- Every level is checkable by a solver: minimum taps, dead ends, the number of safe first moves. That is exactly the bot-tuned curve I built for Arcana Match and Brushfall.
- The arrow rule gives the jam genre a little planning without slowing the tap.

Risks

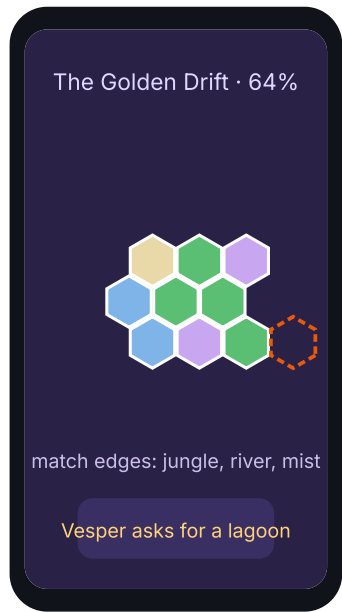
A crowded genre	Win on level quality and feel, not novelty; the arrow rule as the differentiator in creatives
Unfair losses	The solver rejects any level whose safe first moves are fewer than three, below level 30
Ad fatigue	Interstitial rules as in Brushfall: after wins only, spaced, never for payers

The two-week prototype

40 generated levels with the solver's difficulty curve, vans and the shelf, one booster. A bot-measured curve plus a 10-player session; run the CPI test with three hooks.

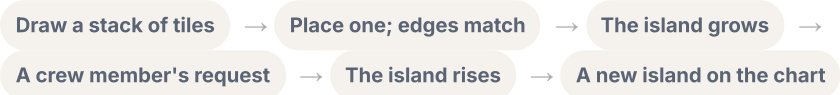
Cartographer of Annea

The gods scraped Annea's floating islands off every map. You are the cartographer who draws them back: place hex tiles of jungle, river and mist so their edges match, and each island rises out of the violet fog for a crew who need somewhere to land.



The hook in three seconds. A hex tile drops into place, its river joins two others, and the whole island lifts out of the fog with its trees swaying.

Core loop



Meta

A chart of Annea that fills island by island. The crew of my novel (a scholar, a thief, a mercenary and a fake god) ask for places, which become goals and short scenes. A weekly **shared island** everyone draws from the same stack.

Monetisation

Premium on PC and Switch, with a free mobile version and one purchase to unlock the full chart; cosmetic tile sets. No energy, no ads during play: the calm is the product.

The 15-second ad

0-3 s	A misty void; one tile placed; a river glints and connects
3-8 s	Tiles land fast in time-lapse; the island takes shape
8-12 s	The island rises out of the fog; an airship docks
12-15 s	"The gods erased it. Draw it back." Logo

Market references

Dorfromantik	Edge-matching tiles as a calm, deep puzzle
Townscaper, Islanders	The pleasure of watching a place grow; short sessions
Project Makeover	Characters who ask for something, and a reveal when it is done

Why it could win

- A calm puzzle with an original world: a story and characters that already exist, with eight chapters of the novel behind them.
- Edge-matching scores are deterministic, so a bot can measure every stack's best score and keep goals fair.
- A long-term IP play: the same world as The Mouth of Silence.

Risks

Lower revenue per player than hybrid-casual	Premium-first on PC and Switch; mobile as a funnel
The story slows the calm loop	Scenes are two lines, between islands only, always skippable
Edge-matching feels samey	Each island adds one rule (mist tiles drift, rivers must reach the edge)

The two-week prototype

Three islands, the edge-matching rule, one crew request each, the fog-rising reveal. Measure session length and "one more island" with 10 players; a wishlist page as the market test.

Which one first, and how I would know

Scored out of five against the brief, with the weights a hybrid-casual studio would use: market pull and revenue count double or triple, fit with my strengths counts once.

CRITERION (WEIGHT)	LOST TONGUES	PARCEL PANIC	CARTOGRAPHER OF ANNEA
Market pull ×3	●●●●●	●●●●●	●●●●●
Differentiation ×2	●●●●●	●●●●●	●●●●●
Three-second ad ×2	●●●●●	●●●●●	●●●●●
Two-week prototype ×1	●●●●●	●●●●●	●●●●●
Bot-tunable ×1	●●●●●	●●●●●	●●●●●
Fit with my strengths ×1	●●●●●	●●●●●	●●●●●
Revenue model ×2	●●●●●	●●●●●	●●●●●
Weighted total	46	55	41

The call

For a hybrid-casual studio: Parcel Panic first. It has the strongest market pull and the cheapest test, and its whole design risk (are the levels fair and fun?) is the kind my solvers answer. **Lost Tongues second:** the most original, and the one I am best placed to make, but word games are slower to test. **Cartographer** belongs to a premium or IP-led team, alongside The Mouth of Silence.

The test plan, the same for each

1. Two-week prototype with the rules in C#, a bot playing every level, and a 10-player session.
2. Three hooks per concept as 15-second videos captured from the prototype.
3. A CPI test on US Android, three to five days a round, at least 1,000 impressions per variant.
4. Up to three creative rounds before the call.

Go / iterate / kill

Go: CPI ≤ \$0.50, CTR ≥ 3%, D1 ≥ 35% in the test cohort.

Iterate: CPI \$0.50–0.90, or a good CTR with weak store conversion, or D1 25–35%.

Kill: CPI above \$0.90 after three creative rounds, or D1 below 25% even with a good CPI.

Brushfall's lines, the closest revenue model of my games (each of my Ad and KPI plans sets its own from its model): with D1 40%, D7 15% and about \$0.07 ad revenue a day per active user, a player earns roughly \$0.45–0.65 in 30 days, so a \$0.50 CPI is the line. Planning assumptions until a test replaces them.