

ROBLOX · AFK ACTION RPG



A LIVE-OPS RPG READY  
FOR MORE PLAYERS

PUBLISHING PARTNERSHIP · IGDx 2026 ♦ SOFT LAUNCH 26 OCT 2026

A GAME BY  4CROWS  
DIGITAL

◆ THE GAME

# A ROBLOX RPG PLAYERS CAN KEEP COMING BACK TO.

Players progress while away, then jump in for bosses, events and PvP. Every Fighting Style stays relevant, so each update adds a reason to return instead of retiring the player's favorite.

|                                                                                                                                                                         |                                               |                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-------------------------------------------------------|
| <div>PLATFORM</div> <div>ROBLOX PC · MOBILE</div>                                                                                                                       | <div>SOFT LAUNCH</div> <div>26 OCT 2026</div> | <div>LAUNCH SCOPE</div> <div>5 ISLANDS 5 STYLES</div> |
| <div>EARLY SIGNAL</div> <div>50+ DISCORD</div> <div>Members (team included) are already asking for tester slots, early access to livestream, and the launch date.</div> |                                               |                                                       |



● IN-ENGINE FOOTAGE

DAWNWIND ISLAND

◆ THE PARTNERSHIP

# WE RUN THE GAME. YOU GROW THE CREW.

Bounty Seas keeps sailing with or without a publisher. A partner decides how many players find it, and how fast.

4CROWS OWNS

## 4CROWS

- ◆ Product direction and development
- ◆ A content update every 2 weeks, 4 weeks at most
- ◆ Hotfixes, stability and the community
- ◆ Live-ops calendar and player data



PUBLISHER BRINGS

## PUBLISHER

- ◆ Paid UA, starting with Roblox Ads
- ◆ Creators, social and campaign operations
- ◆ Creative testing and cohort analytics
- ◆ Launch push and platform support (console)

### 2 WKS TARGET CADENCE

Not every patch is a hit. Some players will love; some lay the foundation for the next feature. Both ship, and live-ops continues as long as the potential is there.

◆ WHERE A PUBLISHER MOVES THE NEEDLE

# FOUR THINGS REACH FIXES FASTER THAN HEADCOUNT.

01

PRIORITY

## ROBLOX ADS FIRST

Our strongest bet for visits: a share of them stay once the loop hooks them. We want it tested, measured by cohort, then scaled, alongside the channels you know best.

02

LAUNCH

## A REAL LAUNCH COHORT

New Roblox games are trialed with age-checked 16+ players first. Under-16 audiences open only once enough genuinely engaged players arrive. A focused launch push gets us there sooner.

*Roblox's published bar: 500 highly engaged players within 60 days. Bot or fake traffic doesn't count.*

03

COMMUNITY

## CREATORS, READY TO STREAM

Our Discord (50+, team included) already asks for early access to livestream. A creator program with early builds turns that interest into reach.

04

PLATFORM

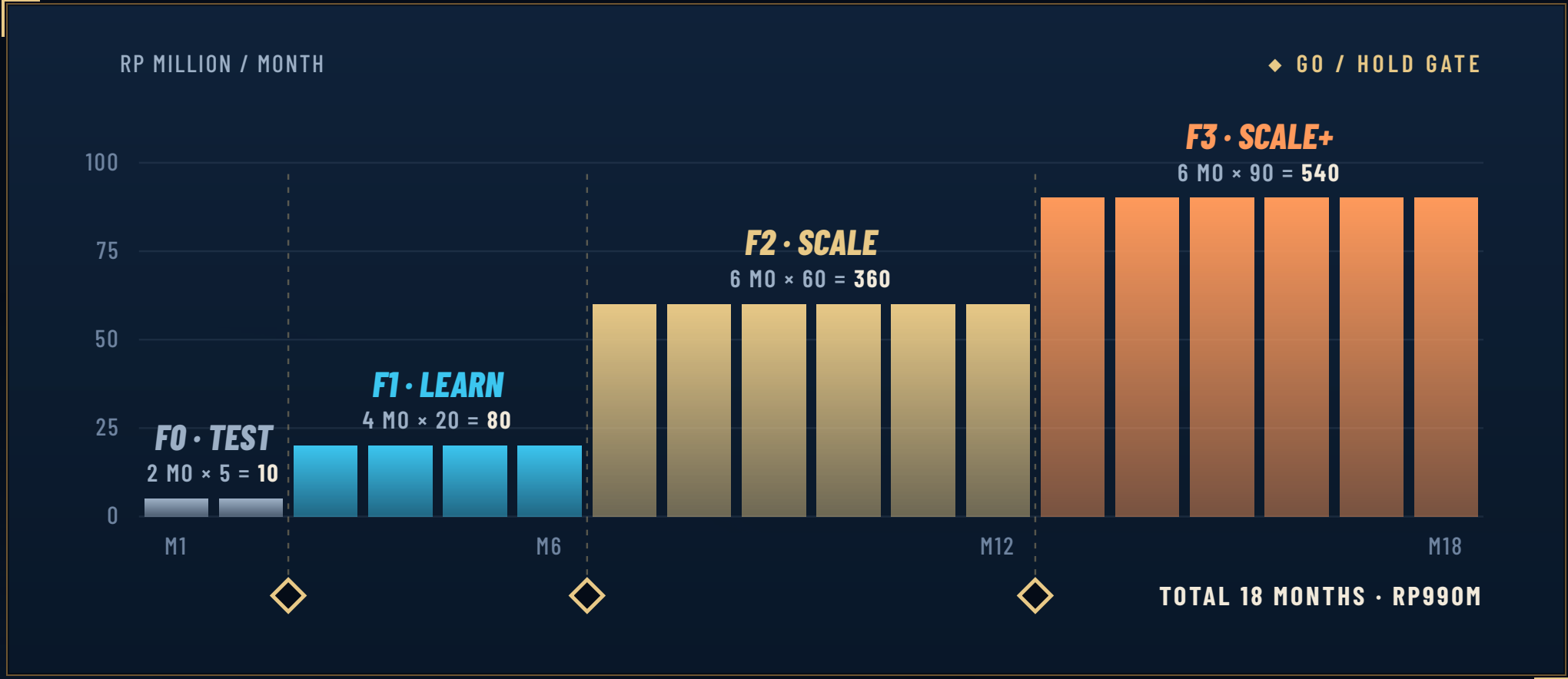
## CONSOLE, WITHOUT STALLING LIVE-OPS

Console brings more players, but if our core team ports it, content and hotfixes stop. Partner support for console UI and QA lets both happen.

◆ STAGED UA PLAN

# RP990 MILLION OVER 18 MONTHS, SCALED BY EVIDENCE.

Small tests first. Spend steps up only when the players who arrive also stay.



EVERY GATE REVIEWS, PER COHORT

- ◆ Spend, creative and audience
- ◆ Cost per visit and per retained player
- ◆ D1 / D7 retention and playtime
- ◆ Payer conversion and revenue

JOINT READ · 4 MONTHS AFTER SOFT LAUNCH

**1,000+ CCU** (≈ 85 full 12-player servers): worth developing, keep investing.  
**100K CCU**: scale everything.

# MATCH THE ECONOMICS TO THE CONTRIBUTION.

|                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>OPTION A · UA PILOT</div> <div>Rp495million</div> <div>HALF OF THE UA PLAN</div> <div>AFTER RECOUP</div> <div><div>4CROWS 85%</div><div>15%</div></div> <div>A Roblox publishing license for a defined term.</div> | <div>OPTION B · GROWTH PARTNER</div> <div>PREFERRED</div> <div>Up to Rp990million</div> <div>FULL UA PLAN + EXECUTION</div> <div>AFTER RECOUP</div> <div><div>4CROWS 80%</div><div>20%</div></div> <div>Includes campaign operations, creator support and reporting.</div> | <div>OPTION C · SERVICES ONLY</div> <div>Quoted fee</div> <div>PUBLISHER AS GROWTH OPERATOR</div> <div>REVENUE SHARE</div> <div><div>4CROWS 100%</div></div> <div>4Crows funds the media; the publisher runs defined services for a fixed or milestone fee. No revenue share for services alone.</div> |
| <div>RECOUP</div> <div>Approved, documented UA spend comes back from up to 50% of Net Receipts, capped at 1.0x actual spend.</div>                                                                                      | <div>NET RECEIPTS</div> <div>Cash 4Crows actually receives from Bounty Seas after platform deductions, refunds and taxes.</div>                                                                                                                                            | <div>SPENT, NOT PLEDGED</div> <div>Only spend actually made is recoupable; unused budget is not.</div>                                                                                                                                                                                                 |

Proposed for discussion and subject to definitive agreements. In-kind services are valued separately and are not counted as cash funding.

# LIMITED RIGHTS. SHARED VISIBILITY.

PROPOSED GUARDRAILS

- ◆ **4Crows keeps** the Bounty Seas IP, source code and sequel rights.
- ◆ **The publisher gets** a time-limited Roblox publishing and marketing license.
- ◆ **Joint budget gates:** media, creator and agency costs need an approved budget and records.
- ◆ **Shared dashboards:** 4Crows keeps admin and analytics access throughout.
- ◆ **Performance review:** rights revert if agreed commitments aren't met.

JOINT REVIEW · 4 MONTHS MINIMUM

SOFT LAUNCH  
**26 OCT 2026**

FIRST DECISION  
**END FEB 2027**

| NOV                                          | DEC | JAN                                            | FEB |
|----------------------------------------------|-----|------------------------------------------------|-----|
| ACQUISITION<br>Cost and quality per cohort   |     | RETENTION<br>D1, D7, D30 and returning players |     |
| MONETIZATION<br>Payer conversion and revenue |     | DELIVERY<br>Update cadence and stability       |     |

# BOUNTY SEAS

## LET'S GROW THE CREW

DEFINE THE FIRST GROWTH TEST TOGETHER

**01**

Agree the UA commitment and campaign scope.

**02**

Set reporting, budget gates and the recoup cap.

**03**

Scope the publishing license and its term.

**04**

Build the launch test around one shared scorecard.



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