



Wanted: The hunt for virtual criminals in the real world

Welcome to *Wanted*, an app that redefines the concept of gaming, bringing competition from the virtual world into the real one! Get ready to experience a unique, adrenaline-pumping adventure that will challenge your strategic thinking, agility, and cunning. Let's explore the world of *Wanted* together and discover its extraordinary potential.



di **Andrea Zattini & Massimo Belloni**

The Birth of a Revolutionary Idea

The Innovation

Wanted is the brainchild of **Andrea Zattini**, who spent years working in the tourism sector in various managerial roles. It was there that he met **Massimo Belloni**, an experienced IT manager, with whom he shared his vision. Together, they successfully developed the technical side of the project, refining its gameplay features.

The idea was born in 2022 when Andrea, observing the massive increasing use of social media, smartphones, tablets, and mobile games across all age groups - not to mention the booming business behind gaming consoles - realized that to go against the trend, it was necessary to create a game that allowed users to participate firsthand, relying only partially on technology. With the advent of Covid, there was (and still is) a strong desire to be outdoors, among people, and to connect. This is where the idea turned into reality, and today, we have created the app *Wanted*.

The Engine Behind the Idea

Through our app, we offer participants the opportunity to take part in real-life tournaments of "hunting," not by staying at home, but by heading out into the streets and competing in the real world rather than the virtual one. This gives users the advantage of discovering what they are truly capable of in real-life situations and experiencing more intense emotions compared to those offered by current video games. It provides an engaging and interactive experience while keeping the value of socialization at its core.

How to access

The game offers the possibility to choose between three different scenarios based on the participant's preference. Players can take on one of the following roles: **Sheriff/Police Officer/Soldier** and search within a defined perimeter on the app for other players, who are labeled as **Wanted/Criminals/Terrorists** and marked with a blue circle on the map. Once within the shooting range of a target (set by default at 15 meters, but incrementable by 2 meters for every certain number of players captured, depending on the number of participants in a single tournament), the target turns red, and the player can press the "shoot" button on the app to capture them. Naturally, you also turn red for the other player when you enter their shooting range, meaning if they shoot first, you could end up being captured yourself. In this game, everyone is both a hunter and prey at the same time.

To participate, you need to download the app from the Android or iOS store. After reading the rules, you can decide whether to register for the tournament by paying a fee of €8.00, with the chance to win the €10,000 prize in gold tokens if you are the last participant remaining in the final phase.

Game information can be accessed by clicking on the icons within the *Wanted* mobile app. Depending on the chosen scenario:

- For the **Wild West** theme, you'll find the **Sheriff's Office** to access the rules, the **Saloon** to view the list of tournament participants, and the **Bank** to register and pay the participation fee.
- For the **Safe City** theme, you'll find the **Police Station** to access the rules, the **Police Hangout** to view the list of tournament participants, and the **Bank** to register and pay the participation fee.
- For the **War on Terrorism** theme, you'll find the **Recruitment Center** to access the rules, the **Training Camp** to view the list of tournament participants, and the **Bank** to register and pay the participation fee.

A Hunting Game Unlike Any You've Known

Quick Overview of the Procedure

Download the app, read the rules, register for the tournament with a €8.00 fee, and get ready to win the €10,000 prize in gold tokens! Each phase of the game takes place in a different geographic location, allowing you to explore new places along the way.

Game Mechanics

The game revolves around hunting down "Wanted" targets within a defined perimeter on the app's map. Will you be able to spot your opponent within 15 meters? Use your smartphone as a compass to track down the "bad guys" and as a weapon to capture them!

The Wanted Challenge in 3 Phases

1

Phase 1

The first phase takes place across Country's provinces, where players compete in an intense hunt between Good Guys and Bad Guys. Each province hosts its own tournament, with a percentage of players advancing to the next phase (hypothetically, 1 out of 100).

2

Phase 2

The winners from the provincial tournaments advance to compete in the regional capitals, where the competition becomes even more intense. In this phase, a smaller percentage of players (hypothetically, 1 out of 20) will qualify for the next stage. Additionally, a special prize of €200 is up for grabs for the player who captures the most "Bad Guys" during this phase.

3

Phase 3

The final stage of the tournament takes place in the capital. The best players from each region face off in an epic challenge, with the prize pool up for grabs being €10,000 in gold tokens which will be collected by the last remaining challenger, while the second place winner will get a prize of €4,000 in gold tokens and the third place winner €1,000 in gold tokens.

A Game for Everyone with Huge Growth Potential

33.015.470

Italian Population

The game is designed to appeal to a broad demographic, primarily targeting individuals aged 18 to 60 years old, which represents a potential audience of 33.015.470 people in Italy. Additionally, younger players (under 18) can participate if accompanied by a parent or guardian, further expanding the player base.

33.015

Participants

With a projected participation rate of 0.1% (1 out of 1,000) of the target audience, *Wanted* could attract 33,015 participants per tournament in Italy. Use the Italian market as a testing ground to refine the game mechanics, tournament structure, and user experience.

€264.120

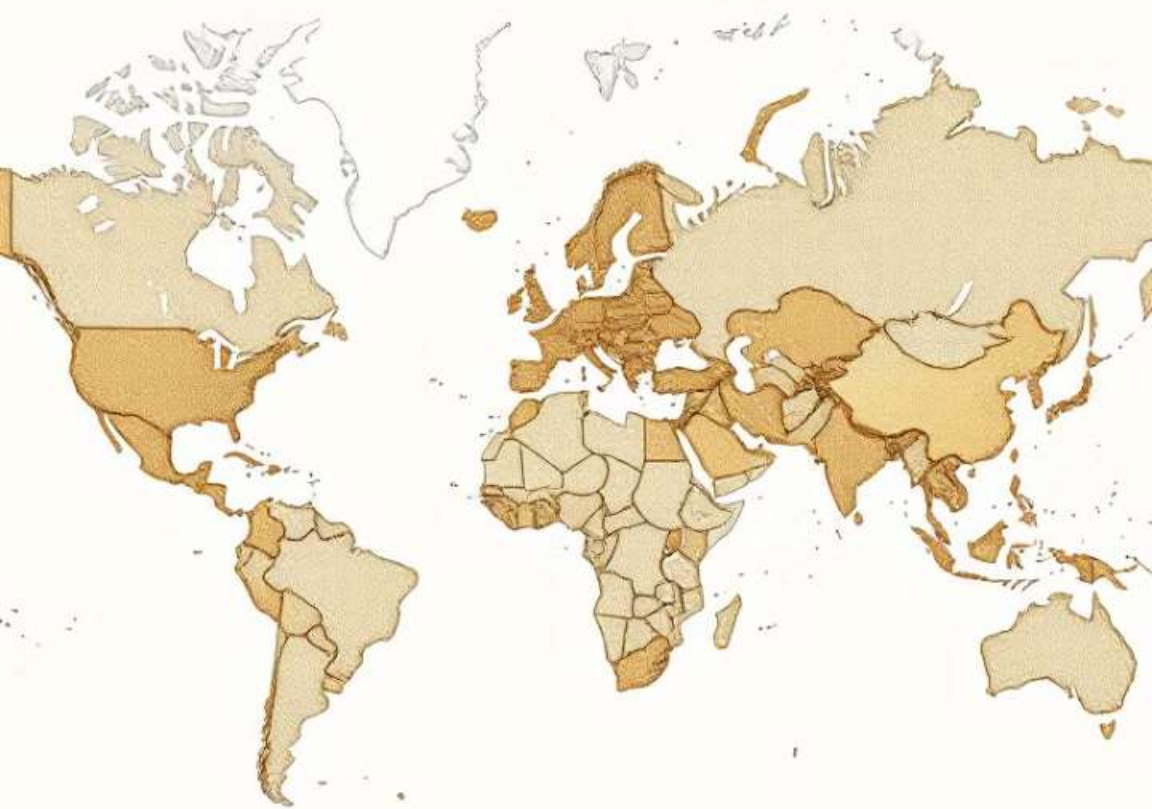
Revenue

With an entry fee of €8.00 per player and a projected participation of 33,015 players, the total revenue for a single tournament in Italy could reach €264,120.

4 or 5

Annual Tournaments

This frequency keeps the community engaged and provides regular opportunities for players to compete and win prizes. Each tournament lasts a maximum of 4 weeks and all phases are played over weekends, making it accessible for players with weekday commitments. The possibility of increasing frequency based on demand ensures the game can grow with its audience.



Global Market

The potential of *Wanted* extends far beyond Italy, tapping into the vast and dynamic markets of the world's most populated urban areas.

Strategic Expansion Plan

A strategic expansion of *Wanted* into high-density urban areas, combined with targeted marketing, is the key to reaching a vast and passionate audience worldwide. This approach ensures a rapid and sustainable growth and the creation of a global community united by their passion for the game.

42 MOST POPULUS URBAN AREAS IN THE WORLD

Urban Area	Country	N. Of Inhabitants
Tokyo-Yokohama	Japan	38.505.000
Jakarta	Indonesia	34.365.000
Delhi	India	28.125.000
Manila	Philippines	25.065.000
Seoul-Incheon	South Korea	24.315.000
Mumbai	India	23.645.000
Shanghai	China	22.125.000
New York	USA	21.045.000
Sao Paulo	Brazil	20.935.000

Mexico City	Messico	20.395.000
Guangzhou-Foshan	China	20.130.000
Beijing	China	19.430.000
Dhaka	Bangladesh	18.595.000
Osaka-Kobe-Kyoto	Japan	17.150.000
Cairo	Egypt	16.925.000
Moscow	Russia	16.555.000
Bangkok	Thailand	16.045.000
Los Angeles	USA	15.440.000
Kolkata	India	15.215.000
Buenos Aires	Argentina	15.130.000

Lagos	Nigeria	14.630.000
Tehran	Iran	14.410.000
Istanbul	Turkey	13.860.000
Karachi	Pakistan	13.470.000
Shenzhen	China	13.195.000
Tianjin	China	13.035.000
Kinshasa	Rep. Dem. Congo	12.960.000
Chengdu	China	12.160.000
Rio de Janeiro	Brazil	12.070.000
Lahore	Pakistan	11.545.000
Lima	Peru	11.460.000

Bangalore	India	11.250.000
Paris	France	10.960.000
Ho Chi Minh	Vietnam	10.955.000
London	United Kingdom	10.840.000
Bogota	Colombia	10.705.000
Chennai	India	10.560.000
Nagoya	Japan	10.240.000
Hyderabad	India	9.580.000
Johannesburg–East Rand	South Africa	9.335.000
Chicago	USA	9.275.000
Taipei	Taiwan	8.535.000

Wuhan	China	8.470.000
Dongguan	China	8.410.000
Hanoi	Vietnam	8.350.000
Chongqing	China	8.300.000

European Countries

	Country	Population (2024)	Med. Age	Urban Pop%	World Share
1	Russia	144,820,423	40	75 %	1.77 %
2	Germany	84,552,242	45	76 %	1.04 %
3	UK	69,138,192	40	84 %	0.85 %
4	France	66,548,530	42	82 %	0.82 %
5	Italy	59,342,867	48	72 %	0.73 %
6	Spain	47,910,526	45	79 %	0.59 %
7	Poland	38,539,201	42	59 %	0.47 %
8	Ukraine	37,860,221	42	79 %	0.46 %
9	Romania	19,015,088	43	55 %	0.23 %
10	Netherlands	18,228,742	41	89 %	0.22 %

Competition: A Still-Untapped Market

Pokémon-Go

The most similar game to *Wanted* is Pokémon GO, a global phenomenon that demonstrated the immense potential of augmented reality (AR) gaming. Released on July 6, 2016, by Game Freak in collaboration with Nintendo, Pokémon GO quickly became a cultural sensation, breaking records and setting new standards for mobile gaming. Pokémon GO entered the Guinness World Records for the fastest mobile game to reach \$100 million in revenue, achieving this milestone in just 20 days.

It went on to generate \$2 billion in revenue within 791 days of its release.

Pokémon GO proved that location-based AR games can achieve massive success. *Wanted* takes this concept to the next level by adding competitive gameplay and real-world stakes.

How *Wanted* Differs

The concept behind *Wanted*, a real-world, interactive hunting game positions it in a still-untapped market with minimal direct competition. While there are many location-based games and augmented reality (AR) experiences *Wanted* stands out by combining real-world exploration, social interaction, and competitive gameplay in a way that no other game currently does. By leveraging its innovative concept and addressing potential challenges, *Wanted* can carve out a dominant position in this emerging space and set the stage for global success.

Unlike traditional mobile games or even AR games like *Pokémon GO*, *Wanted* focuses on player-versus-player (PvP) competition in real-world settings.

The game's mechanics, such as using smartphones as both a compass and a weapon, create a fresh and immersive experience.



A Game-Changing Innovation

1

Game's Evolution

Wanted represents a true revolution in the gaming industry, offering a unique experience that seamlessly integrates the virtual world with the real world. Unlike traditional video games that keep players confined to screens, *Wanted* brings the action into the real world, transforming cities into dynamic gaming arenas. Players use their smartphones as tools to explore, hunt, and compete, creating a truly immersive experience.

2

Social Potential

Wanted has the potential to become a global sensation, uniting players from different cultures and backgrounds through a shared love of adventure, strategy, and competition. By starting strong in Italy and scaling thoughtfully, the game can pave the way for a new era of interactive, real-world gaming.

3

Economic Impact

Wanted is not just a game. It's a powerful economic engine with the potential to create new business opportunities, generate jobs, and drive growth on a global scale. *Wanted* opens doors to a wide range of economic benefits for players, investors, businesses, and communities.

Start-Up Costs / Required Funding

1. Development Costs: Testing of the game platform (iOS and Android) + Integration of GPS and real-time multiplayer.

Estimated cost: **€25.000**

Server Infrastructure: Setting up robust servers to handle real-time gameplay, player data, and tournament logistics.

Estimated cost: **€15.000**

Security and Compliance: Ensuring data privacy, secure transactions, and compliance with regional regulations.

Estimated cost: **€10.000**

2. Marketing and User Acquisition:

Digital Marketing: Social media campaigns, influencer partnerships, and online advertising.

Estimated cost: **€150.000**

Localization: Translating the app and marketing materials for different regions.

Estimated cost: **€30.000**

3. Partnerships and Sponsorships Development: Collaboration with local businesses and brands.

Estimated cost: **€10.000**

4. Operational Costs:

Running Wanted requires on-going resources to ensure smooth operations and player satisfaction.

Office rentals and equipment: **€30.000** (for the first year)

Team Salaries: Hiring developer, graphic designer and marketing professional.

Estimated cost: **€110.000** (for the first year)

Tournament Prizes: **€15.000** (for the first tournament)

Maintenance and Updates: Regular updates, bug fixes, and feature enhancements.

Estimated cost: **€5.000** (annual)

Initial Investment Required: **Euros 400.000**

Funding Allocation:

App Development and Infrastructure: €50.000 (12,5%)

Marketing and User Acquisition: €180.000 (45%)

Operational Costs: €160.000 (40%)

Partnerships and Sponsorships: €10.000 (2,5%)

Investing in a Successful Future

We are thrilled to present *Wanted* to You, Visionary Investors.....

Wanted represents a unique investment opportunity in the gaming industry, combining innovative gameplay, real-world engagement, and global scalability.

By investing in *Wanted*, stakeholders can be part of a project that not only has the potential to generate significant financial returns but also to revolutionize the way people interact with games and their environment.

Wanted is poised to become the next billion-dollar gaming phenomenon and by supporting this project, stakeholders can be part of a revolutionary journey that combines technology and entertainment in ways never seen before.

THANK YOU!

