



SKI

JUMP

WIN

Genre: Action-Sports

Revenue Model: Free-to-play

Target Demographics: Wide appeal – 8-35yrs, male & female

You are...an aspiring mogul skiing competitor. Your sense of rhythmic tapping, beat matching and the unprecedented ability to 'build' fantastic jump tricks with gestures puts you in the race to become the best mogul skier in the world. Via training, upgrade your skills and learn new tricks. Enter competitions to gain funds and get the hottest new equipment. Develop and customize your skier – make them uniquely yours! Compete and win!

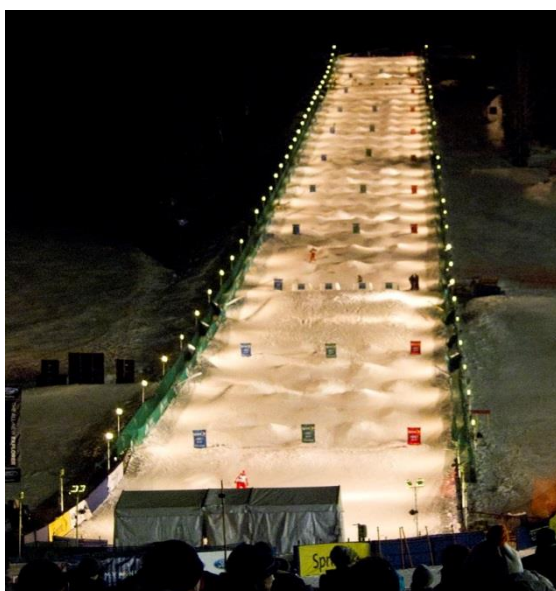


Features:

- **Mogul Champ** is the first title in a new free-to-play series of action sports titles starting on the mountains and going to the streets!
- Exciting, intense short session gameplay that keeps players coming back for more!
- Easy-to-pick up one handed gameplay makes for great phone & tablet experiences
- Experience thrilling mogul skiing competition via skill-based rhythm tapping & gesture-driven tricks
- Build your own tricks via the gesture-driven **Trick Generator™**
- Performances judged on Time, Technique and Tricks – master all 3 to excel
 - Train your character to learn new tricks and improve performances



- Customize your character with gear and costumes – stylish results AND performance benefits make upgrading your look irresistible!
- Procedurally-assembled courses with a variety of weather conditions make every course feel unique and challenging as you travel around the world!
- Multiple competitions strung together in an exciting, expandable World Champion mode where race results determine qualification for new stages
- Alternate 'Endless Moguls' mode – go as far as you can without wiping out!



- Compete against friends in real-time multiplayer or asynchronous play (racing against ghosts)
 - Challenge your friends for higher scores to earn big rewards!
 - Leaderboards rank you throughout the world



- **Mogul Champ** has been designed as a Free-to-Play title with proven monetization strategies focusing on an upgrade- and gear-based economy and impulse consumables
 - Tickets let you enter races & act as the 'energy' mechanic
 - Dollars are the soft currency; Medals, the premium currency
 - Buy consumable Boosts to improve scoring & performance before an event!
 - Train to improve stats and unlock new gear
 - Upgrade gear to improve course performance and stats
 - Customize your character or unlock custom characters like Mogul Granny
 - Gacha-style costume collections improve player performance on the slopes!
- **Sponsor/Partner** opportunities include popular ski equipment brands (Hart, K2, Volkl, Salomon, Atomic, Rossignol) as well as official bodies (FIS Freestyle) and action-sports leaders (Red Bull, Billabong)

