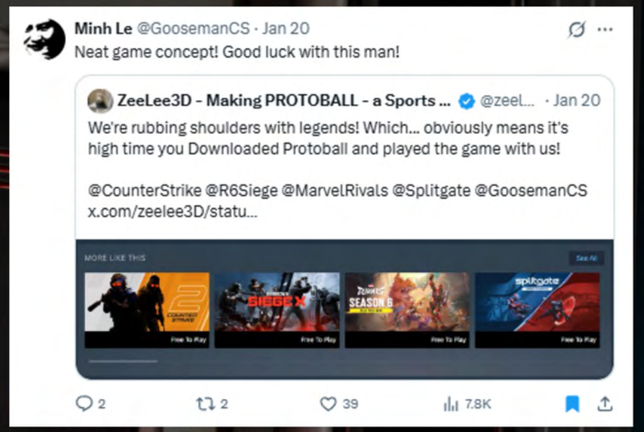
PROTOBALL

PITCHDECK 2026



Minh Le is the Co-Creator of Counter-Strike.

STUDIO Z

THE ESPORTS PROBLEM

The AAA live-service shooter market is collapsing under unsustainable costs and zero innovation. Recent high-profile disasters prove it:

- Concord (Sony, 2024): $200–400M budget → shut down in two weeks with a Steam peak of just 697 concurrent players. Studio closed.
- Highguard (2026, ex-Apex/Titanfall devs): Launched free-to-play to ~2M players → lost ~90% of its base in days. Immediate “stillbirth” flop compared directly to Concord.
- Marathon (Bungie/Sony, March 2026): $200M+ budget → peaked at 143k during promo, then plunged 68% to ~20k players in under a month. Already called “bleeding out” and “Concord 3.0.”

Big Budget AAA games are stale. ***Gamers are exhausted.***

eSports is dangerously over-reliant on three aging giants—Counter-Strike 2, Valorant, and Rocket League— which still dominate every major prize pool, viewership chart, and tournament in 2026. No fresh shooter IP has broken through in years, leaving players and spectators bored, burned out, and starving for something new.

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PROTOBALL IS THE SOLUTION

Protoball is the breakout competitive shooter the industry needs.

A futuristic Movement Arena Sports Shooter that flips the entire genre: instead of guns at heads, you shoot the ball into the goal. It blends Quake style movement agility with Rocket League athleticism—jump, slide, grind, and dash with total freedom. You never fight the mechanics, you just flow.

Pure talent and tactics win every match.

Curve shots, energy shields, precision passing, and elite positioning decide games. No pay-to-win. Just pure skill.

Built from day one as the next Olympic eSport.

Core sport mode + addictive extra modes (Floor is Lava, Dodgeball, and more) with leaderboards that all sharpen the exact same athlete skill set—movement, aim, and team play. Free-to-play. Cross-platform. Ranked leagues, tournaments, and team systems that keep players hooked and spectators coming back.

This is the fresh IP that ends the boredom.

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THE PROTOBALL EXPERIENCE

You don’t just play Protoball — you ball out.
Fast-paced PvP movement shooter meets futuristic team sports (Quake 3 Arena × Rocket League). Jump, slide, grind, and dash with total freedom. Players never fight the mechanics; the game doesn’t get in the way — stunt on each other like a sci-fi space snowboarder with hyper ninja abilities.

The game ***just feels good.***

Addicting Core Loop

Shoot the ball into the goal — not heads. Curve shots, energy shields, precision passing, and elite positioning decide every match. Pure skill wins every time. Talent and tactics only.
Highly competitive and incredibly fun, you always want to play “just one more…”

Endless Replayability

Core sport mode + addictive extra modes (Fight Club, Golf, Floor is Lava) with leaderboards. Every mode sharpens the exact same athlete skill set — movement, and aim. Featuring ranked leagues, tournaments, team systems, offline practice, and a growing community that already runs its own scrims.

Incredible Fun

Easy to learn, but hard to master. Built for a fluid athletic fast paced movement experience with a casual/competitive spirit. This game was born out of a desire for an FPS game that wasn’t gun-centric and strived to be as fun as possible while playing with your friends. Fun is the core metric, and we knocked it out of the park.

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ONE BALL MANY MODES

Our modular underlying system makes it very easy for us to prototype new game modes quickly. We have 3 primary game modes live right now, with betas and demos of at least 2 other modes in progress already.

Some modes are single player, some are multiplayer, and having various ways to play Protoball appeals to different gamers in different moods. Sometimes you want to dominate an enemy, others you just want to toss the ball around on the Golf Course and hear the sounds of nature...

Sport Mode

The core mode will always be Sport mode, the original Protoball game mode.

Pitball / Lavaball / Fight Club

Basically the Floor is Lava, so are the walls and ceiling. Use your shield to knock opponents out. Like Smash Bros in a way, but uniquely Protoball with movement & skills.

Golf

Surprisingly fun and addicting. Use Protoball shooting mechanics on a large golf course with curve balls, custom arc trajectories, and back/top/side spin for creatively shaped shots.

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$ 5.3B
eSports market

$30B+
FPS Genre

MARKET OPPORTUNITY

$5.3B global eSports market in 2026 — growing at 15–21% CAGR to double by 2032.

$30B+ FPS genre — the largest segment in competitive gaming, yet still dominated by the same three titles.

Rocket League proves the hybrid sports model works:

- *1M+ peak concurrent players (Jan 2026)*
- *Perennial top-10 most-viewed eSport with massive prize pools and lifelong retention*

CS2 and Valorant own the rest of the shooter eSports pie — but no fresh IP has broken through in years.The gap is wide open.

Protoball is the first true Movement Arena Sports Shooter: Quake agility + Rocket League athleticism. Multiple modes feels like “American Gladiator”

Free-to-play, cross-platform, built for ranked leagues and tournaments from day one. This is the breakout opportunity investors have been waiting for.

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SCALABLE REVENUE STREAMS

Microtransactions

Cosmetics, battle passes, athlete customizations, and emotes. Zero pay-to-win. Proven model: Rocket League, Valorant, and Fortnite generate billions annually from cosmetic-only purchases.

Sponsorships

Pro-level leagues, collegiate circuits, and global activations.
Massive market: eSports sponsorships exceed $1 billion annually and are growing at 24%+ CAGR as brands chase engaged Gen Z audiences.

Collegiate & Pro

Campus leagues, scholarships, official tournaments, broadcast rights, and event fees feeding directly into the same ranked skill system. Builds a talent pipeline and recurring revenue while deepening player loyalty.

Advertising

Cleverly integrated billboards, branded arenas, in-world radio spots, and dynamic signage — all native to the futuristic sports universe. Non-intrusive, high-visibility placements that feel like part of the game.
Fast-growing : In-game ads now represent a rising share of gaming revenue, with brands actively seeking seamless esports integrations.

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GO-TO-MARKET SEPTEMBER BOOM

In September we'll exhibit at at least one of the following, preferably both:

- **PAX West** – Sept 4–7
  (North America's #1 indie & esports showcase)
- **Tokyo Game Show** – Sept 17–21
  (300K+ attendees, Asia's premier launchpad)

$250K total minimum delivers:

- Premium booth + tournament production
- Prizes, staffing, travel, and targeted promotions
- Maximum visibility and player acquisition
- Accelerated development and AAA art production to ensure the game remains on track for release during/after the shows.

Core development continues in parallel — game stays on track for release during the shows.

- **Official Tournaments with live crowds, influencers, and press**
- **Host hands on demos and high-energy activations.**
- **Drive immediate sign ups from hands-on playing & enjoyment**

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BUDGET PROJECTION

How we'll deploy $250,000 USD

DEVELOPMENT

$100,000 40%

- Development & Polish, Hardening
- Backend/User Management
- Tools, cloud hosting, basic IP/legal
- Console hardware

ART ASSETS

$80,000 32%

- Character & Environment Art
- Animation & VFX
- UI/UX design
- SFX & music

MARKETING

$70,000 28%

- Tradeshow presence
- Influencer partnerships
- Community building
- Paid acquisition

TOTAL INVESTMENT **$250,000 USD**

Development | Art Assets | Marketing

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Zachary

Co-Founder, Director, Designer, CEO, CFO, COO, ecomm/web, and any other job that needs to be done.

Matt

Co-Founder, Designer & Developer, Lead Animation & Gameplay, Systems Engineer, “Fixer” and more

Guilherme

3D Generalist, Character Artist, Rigging, Skinning, Substance, Blender, Reallusion, UE5, and more

Mick

Unreal Engine Game Developer, Programmer, c++, JSON WebSockets Node, full stack, Linux Wizard and more

Lucas

Environment Artist, 3D Generalist, Substance, Blender, UE5, etc...

Marcelo

Props & Clothing, Environment Artist, 3D Generalist, Substance, Blender, UE5, etc...

MEET STUDIO Z 3D

Studio Z 3D — lean, tenacious, indie studio that has bootstrapped UE5 game development for 8+ years through passion, player feedback, and constant iteration.

Our Proven track record:
- Won Epic MegaGrant for Norian Games’ Aldian of Ancients
- Published in Vogue for the digital art project The Point of No Return
- Delivered Metamon — a fully integrated blockchain Battle Royale / extraction shooter for a major client before refocusing on Protoball.

We shipped Early Access in 2021, earned Mostly Positive reviews, and built a dedicated community that already runs its own scrims and tournaments. After a long break we rebuilt the entire game from scratch. Small talented core with an execution history. Ready to scale.

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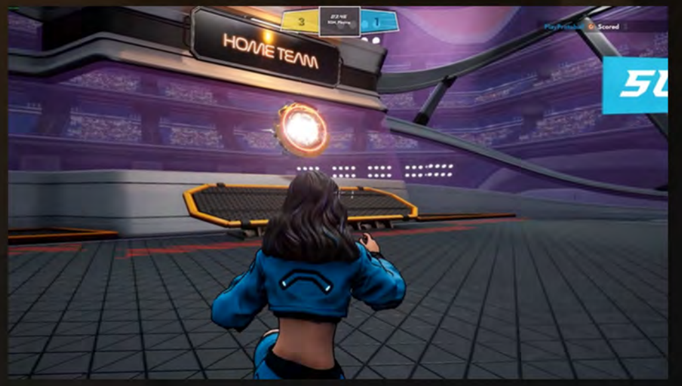
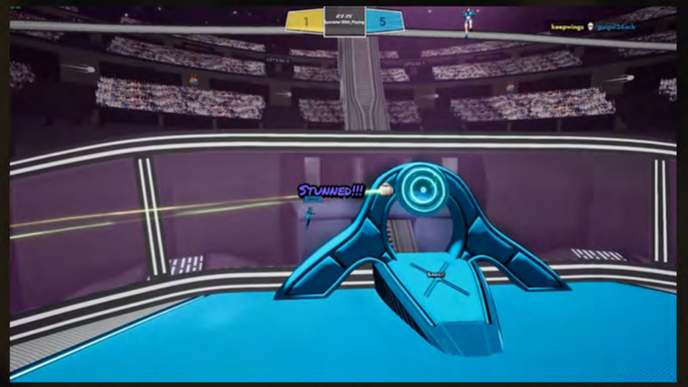
SCREENSHOTS





All actual in game screenshots

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SCREENSHOTS

All actual in game screenshots

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LET'S BUILD THE FUTURE OF ESPORTS

Game: Protoball (703970)

Lifetime Steam revenue (gross)	$188	(gross revenue, includes VAT, DLC, bundles, in-game sales)
Lifetime Steam revenue (net)	$177	(gross revenues less returns, chargebacks, and taxes)
Lifetime retail units (?)	1,189	(Steamworks retail activations)
Lifetime free licenses (?)	66,922	
Lifetime total units (?)	68,111	
Lifetime units returned	0	(0.0% of Steam units)
Lifetime total items (?)	48	
Current players (?)	0	(view detailed player breakdown)
Daily active users	9	(average, past 7 days)
Lifetime unique users (?)	17,470	
Median time played	10 minutes	
Wishlists	1,229 +	(view detailed wishlist breakdown)

View most recent: today yesterday 1 week 2 weeks 1 month 3 months *1 year* ytd all history custom *(5/22/2025 - 5/20/2026)*

	Most recent year	Daily average during period	Change vs. previous period	Previous year
Retail activations	2	0		0
- *Protoball for Beta Testing (retail)*	2	0		0
Free Licenses Granted (?)	8,777	24	+72%	5,078
- *Protoball (no cost)*	8,777	24	+72%	5,078
Total units	8,779	24	+72%	5,078
In-game revenue (details)	$0	$0		$0
Total revenue	$0	$0		$0
Wishlists				
Balance	-24	0		-53
Total first-time downloads (?)	487	1	+35%	360

17,470 User Installations / 68,000+ Added to Library

www.protoballgame.com

Invest now and help launch Protoball into the global spotlight this September. We are raising $250K to execute the highest-ROI go-to-market possible:

- **$100K** accelerates final development and server scaling to keep the game on track and scalable for full 1.0 release during/after the shows.
- **$80K** funds art, polish, and visual upgrades to make Protoball shine on the show floor and on sell cosmetics on Steam.
- **$70K** secures premium booths, live tournaments, influencer activations, and promotions at PAX West (Sept 4–7) and Tokyo Game Show (Sept 17–21), plus marketing to convert demo buzz into explosive player growth

Your capital delivers:

- Immediate worldwide visibility and Steam wishlisting at the two biggest gaming events of the year
- Fastest path to the full 1.0 release in Fall 2026
- Ground-floor entry before Protoball becomes the next Rocket League

Protoball is ready. Playable now, community-tested & loved (Mostly Positive reviews, weekly Discord scrims & tournaments), and built for scale. We just need the fuel to ignite. This is your chance to get in before the ship takes off.

Thank you for your consideration.

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