LOMAY

MADAGASCAR

INTRODUCTION

WE HAD A DREAM...

In the 90s, the video game has already taken a placesquare in our everyday life in Madagascar

At the end of the 90s the console Playstation (70 dollars) was released but It still very expensive for the average of people in our country

Poor country: the population lives in average with **3 dollars/day**

But this rise of performance woke some imaginations in every spirit of gamers in our country:

Be able to play game who shall tell a story appropriate to our culture and in our local values...

I- The main problems of development of video game in Africa

1- T**he absence of teaching** of vidéo game technology in our country

2- The cost of **the conception is very expensive**

3- **The market remains very restricted**: the consumers have not enough purchasing power

4- Infrastructure of the unstable market: **the hacking**
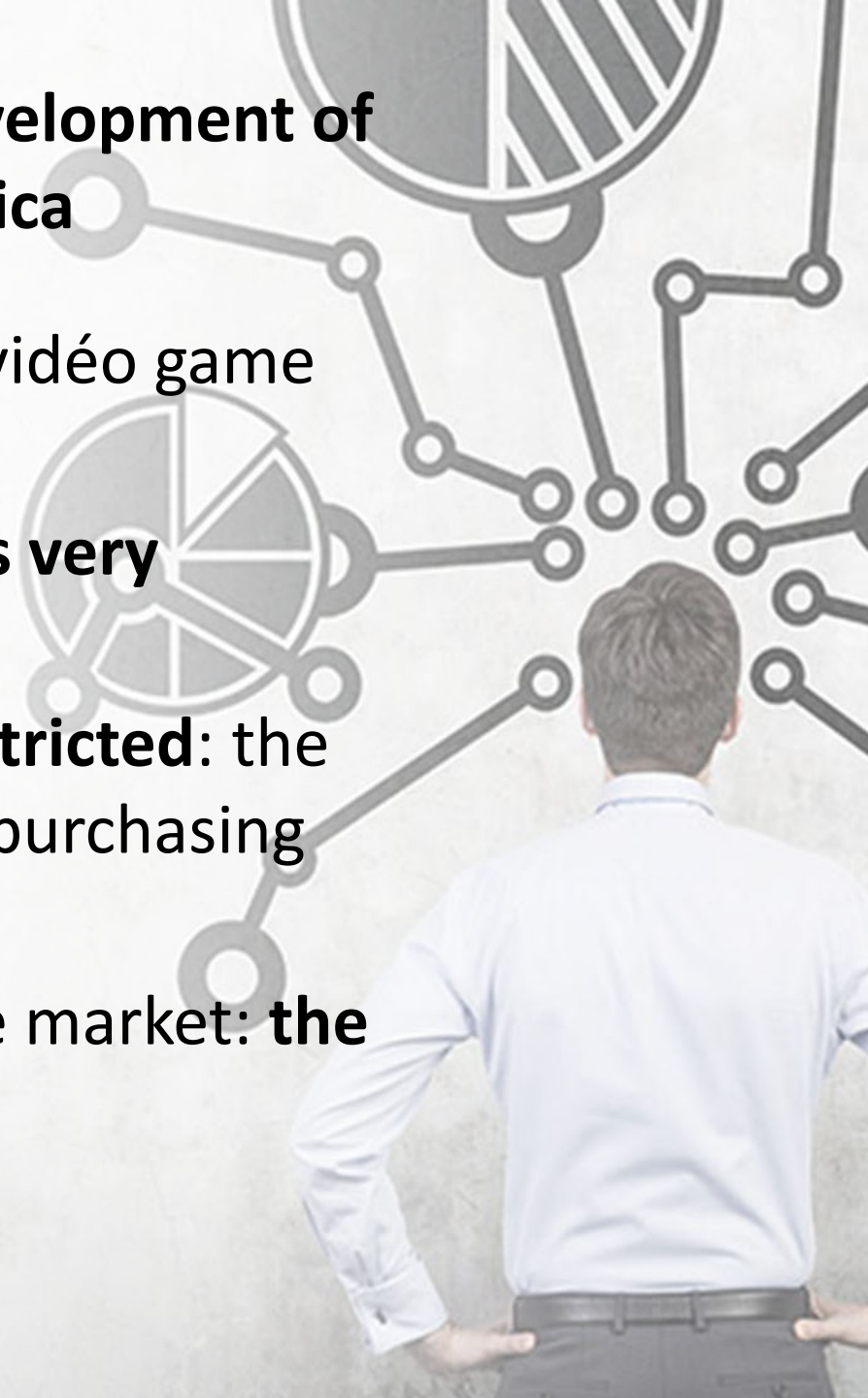
II- OUR CHALLENGE: LOMAY

A revolution thanks to internet
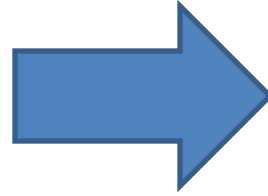- – many possibilities
- – More knowledges

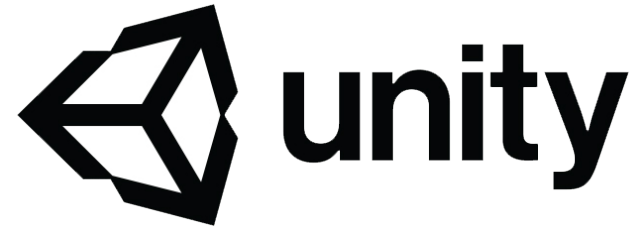At the beginning of 2015, We have create a start-up which is called **LOMAY**

LOMAY

The goals: find a solution of all these problems and take out the 1st game made in Madagascar

Team in 2015:
Web développer
Langages :
JAVASCRIPT

Engine issue:
Javascript/C#

Mobile racing game (Android/IOS)

All of the circuits is a **real world** and with typical car of our country: a citroen 2CV and the old Renault 4L

To make profits:

The game is free but we take money :

-To the companies with advertisements inside the game

-With downloadable contents (app-in purchase)

Avertissement to the companies:

- Advertising panels

- Flags

- Car with companies's logos

GaZKaR
ANTANANARIVO TOUR

AR
IOLOGY

1 Tantely 19M
orange Sport
0 KM/H
1. TANTELY
2. YOU
3. TAFITA
4. RINDRA

2020
TAR

IV- THE CONCEPTION AND OTHER DIFFICULTIES

- **2 years of development**

- We **were 8 persons** in our team:
  - 3 programmers:
    - a developer unity on C#
    - 2 Web programmers,
  - 4 graphic designers

- **Other problems:**
1. **A lot of power cut**

   Result: Delay on the release of the project and budget increased

2. **Problem of marketing:** there is any reference into the malagasy market with a similar product = risk.

3. **The malagasy people has not enough of debit to download a game in the web**: We have to use all the points of sale of our partners to distribute the game inside the country.

V- THE COSTS OF CONCEPTION

- During two years, we have not to exceed **10 000 dollars** to conceive Gazkar

- Actually we have more than **65 000 users** now only in our **web site** but we project to launch it in all **mobile store at soon**.

- A comic book is designed at the moment in Dakar on Gazkar by **KOMBOSA STUDIO**
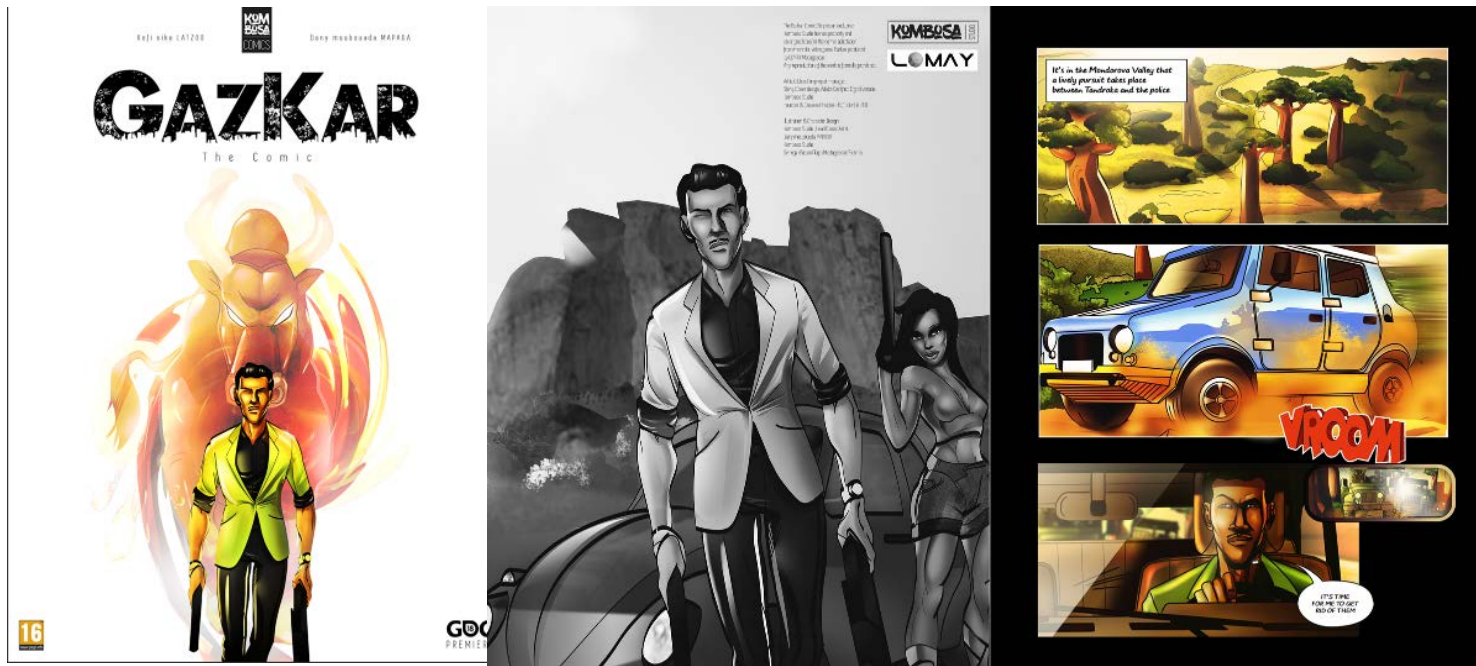
VI- FUTURE PROJECTS

GAZKAR MOBILE 2

- Free on mobile (Android/IOS)
- Release date: at the end of 2018

DAHALO

— In purchase

— Release date: 2018

VII-DAHALO (UE4)
(Type: open world/ True story and unique environment)

- At the end, in two years we were able to raise some problems in the video game industry in our country.

- We were able to realize our dream: make of the video game our job.

- But much remains to be done but we are very positive because many young people are interested more and more in this sector.