

# Keep It Simple Make It Fun

Creative Thinking With User Generated Content



Presenter: Kwan, Lina

# Agenda

Introduction	-----03
UGC Level Editor	-----04
UGC Ecosystem	-----06
Unlimited Content	-----07



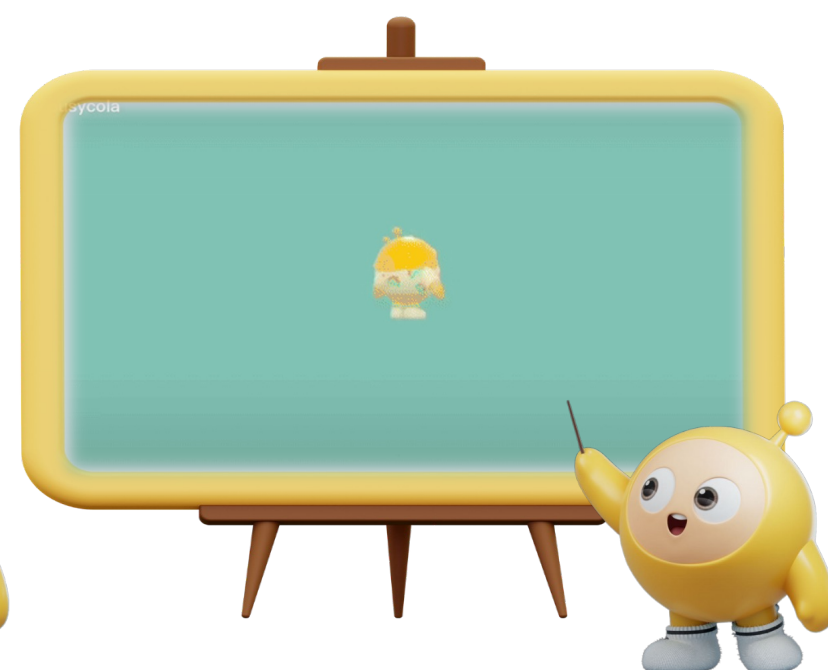
# Core Gameplay



**Physics-based**

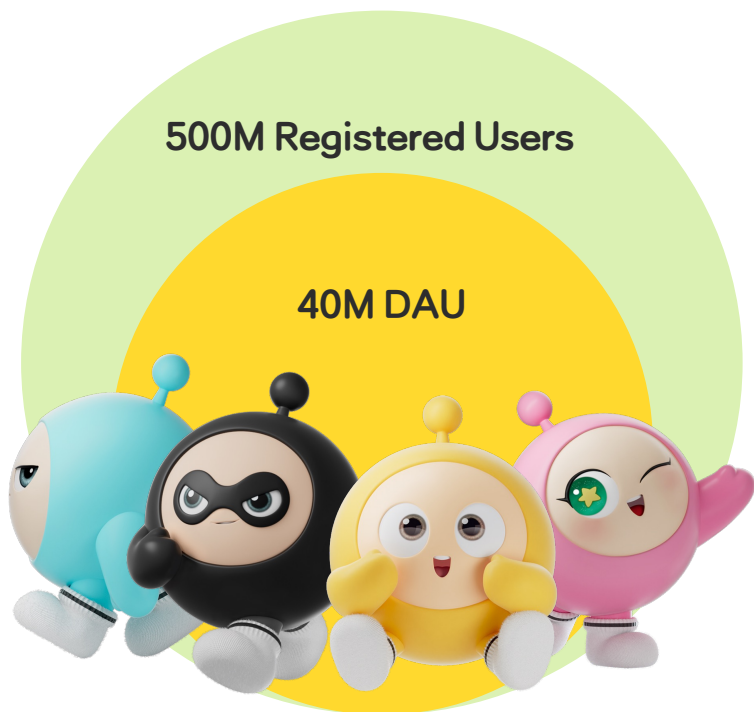


**Social Interaction**

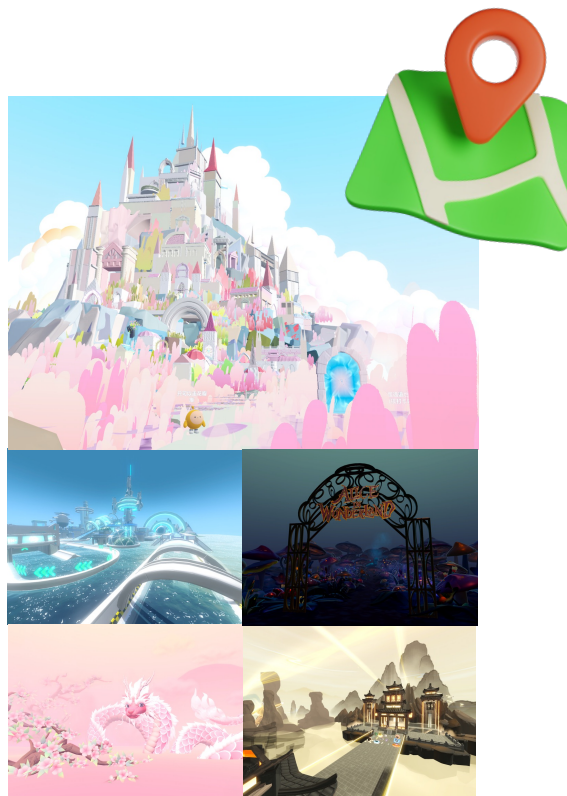


**UGC Editor & Platform**

# Milestones Achieved within 2 Years



**500M** Registered Users



**100M+**  
User-Generated Maps



**NO.1** in App Store



# Why UGC?



Via  
UGC



Fast

Content Consumption



Speedier

Content Creation



High

Development Costs



Lower

Development Costs



Varied

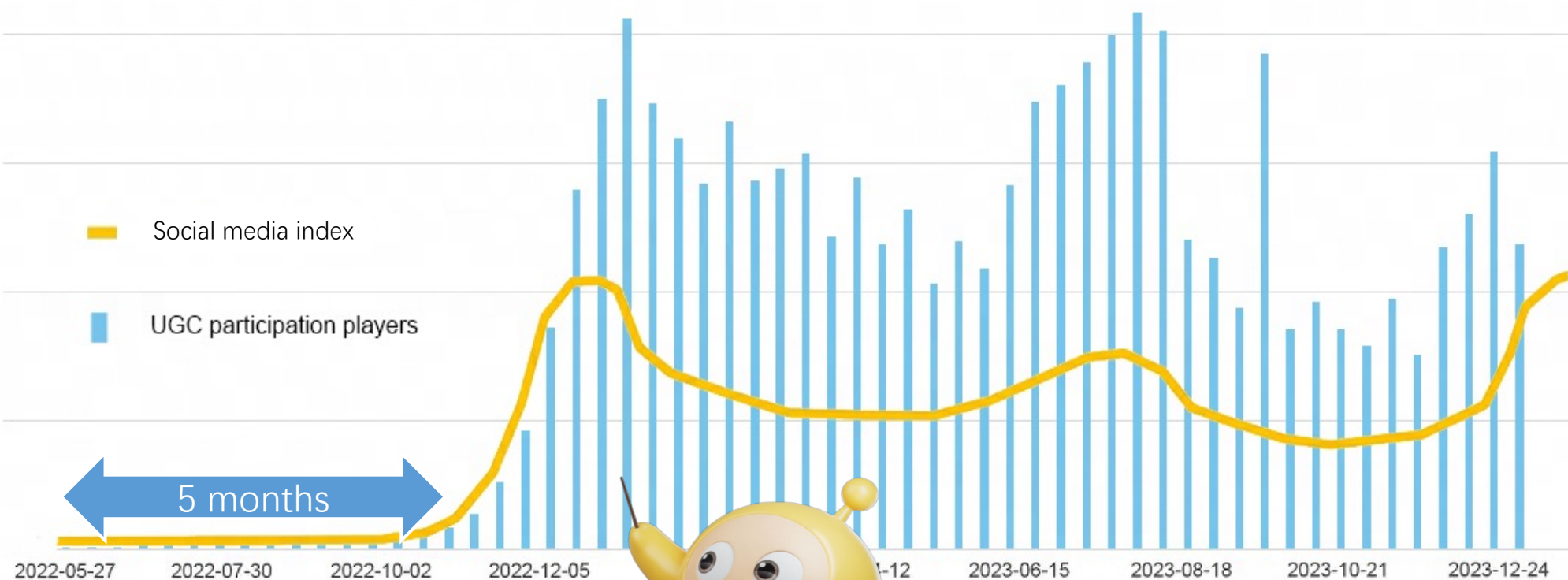
Player Demands



More Personalized  
Satisfaction

making everyone a game 'designer'

# UGC-fueled Growth



**60%**

players engaged in  
some form of UGC



# Organic UGC Creator Onboarding



**Unlock Your Creativity**

**Visual Programming**

**Build Your Own Maps**

**Learn by Playing**

# Mansion: Low Barrier to Entry

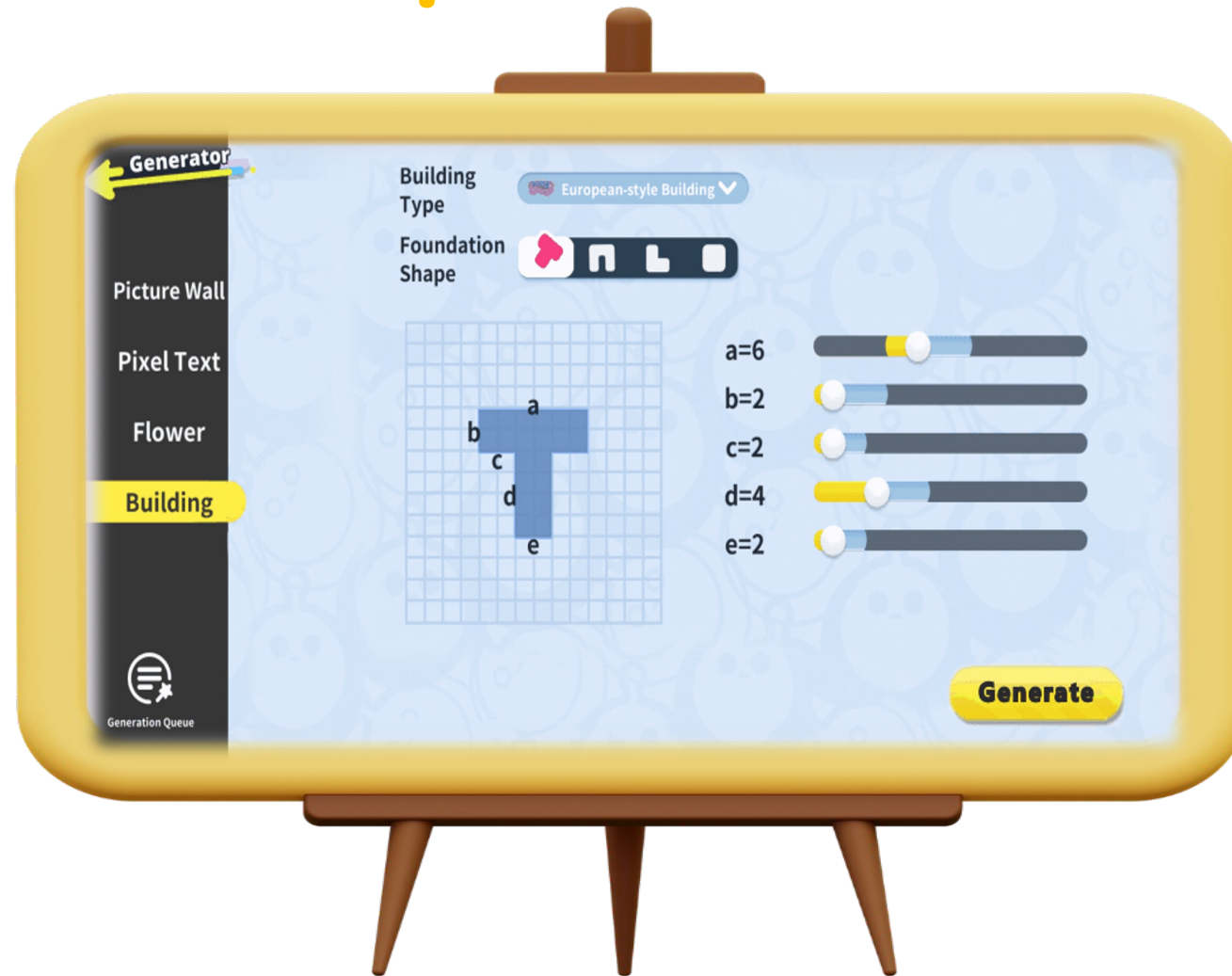




# Workshop: Gen-AI Empowers Creativity



## Building Generator



# Workshop: Gen-AI Empowers Creativity



**Motion Capture**



# Generative AI Empowers Creativity



**Color Scheme**



# Generative AI Empowers Creativity

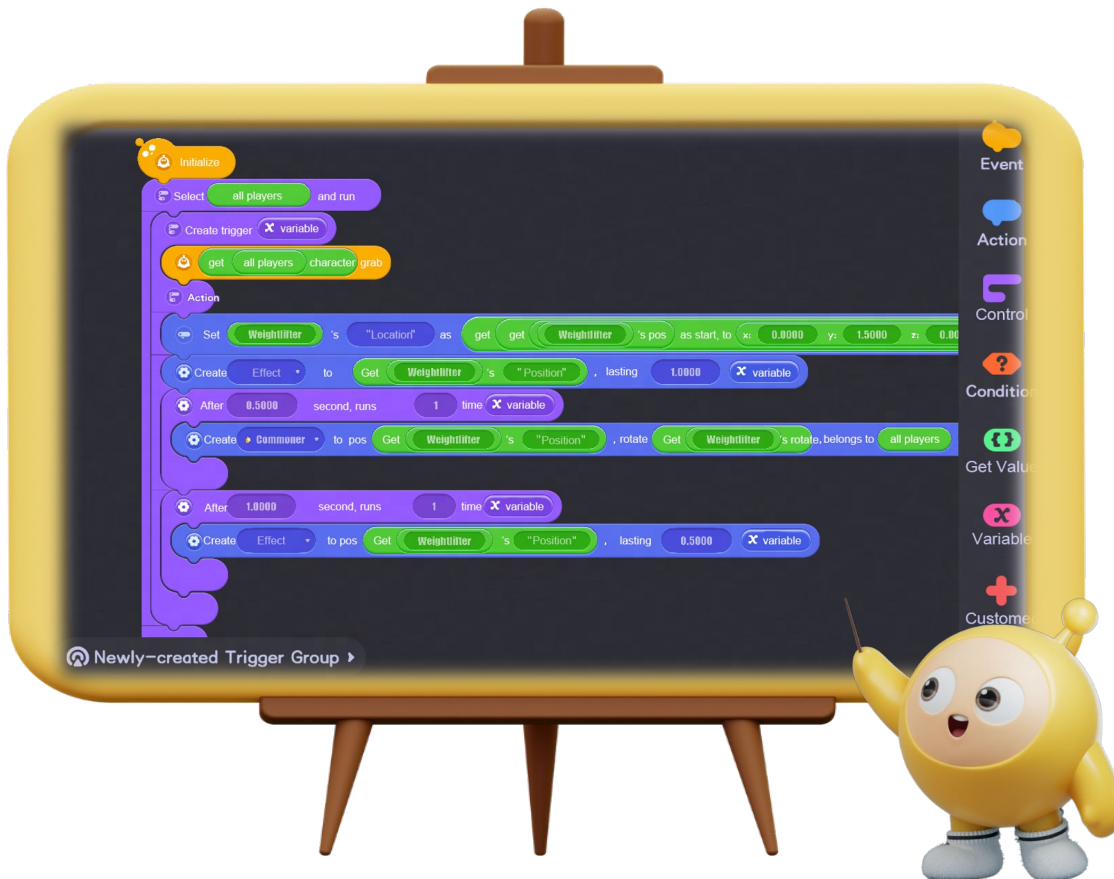


**Universal Generator**





# Eggy Code: High Skill Ceiling



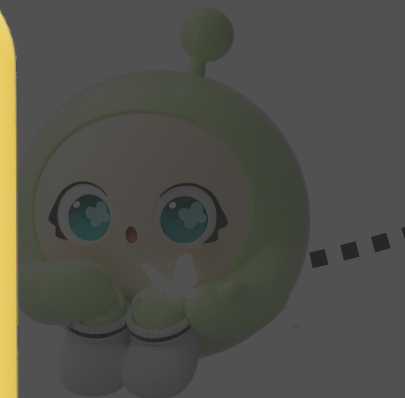
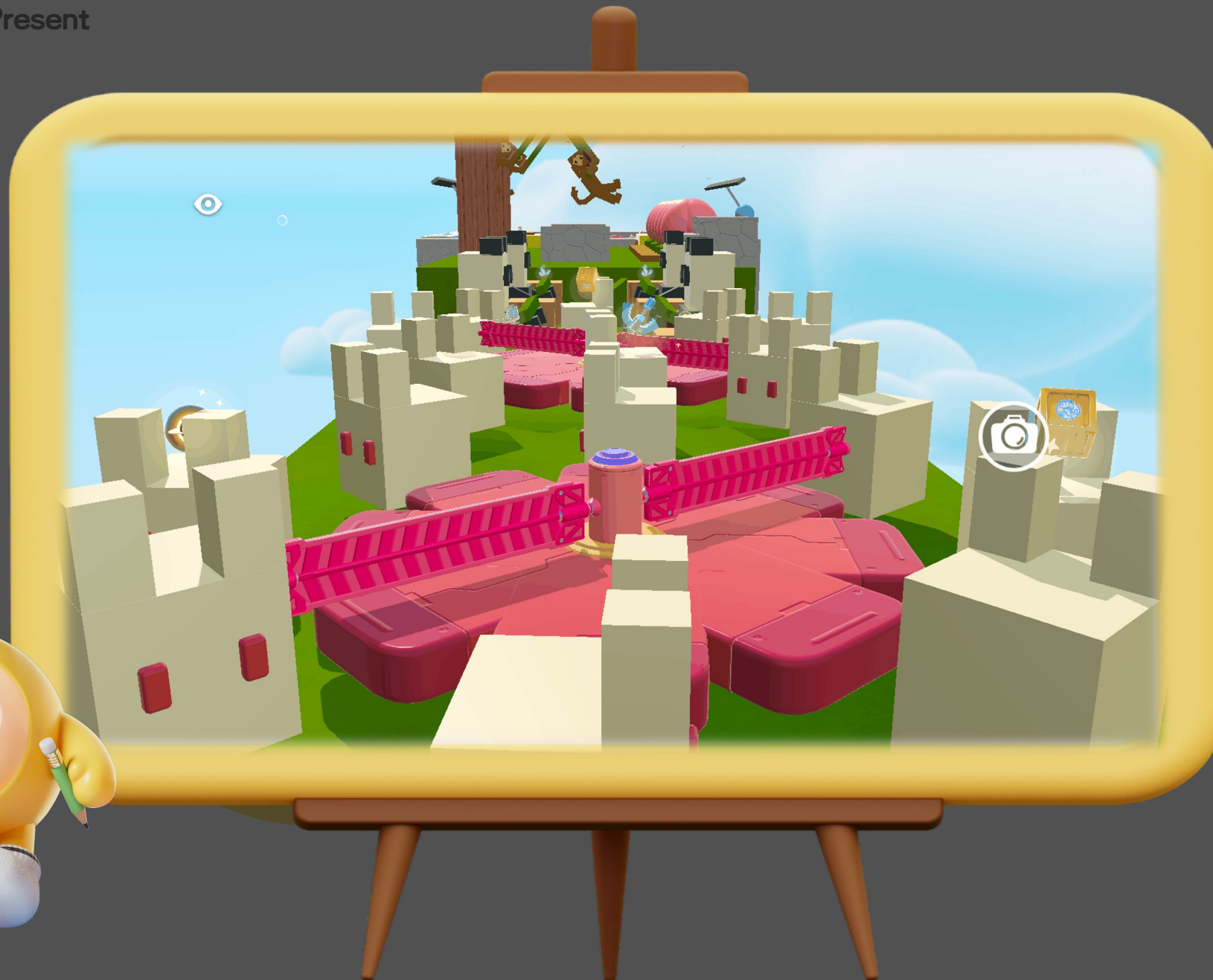
Graphical UI Allows Non-coders to  
Create Unique Maps

Visual Programming  
Unlocks Complicated Gameplay



# Creators Grow with Us





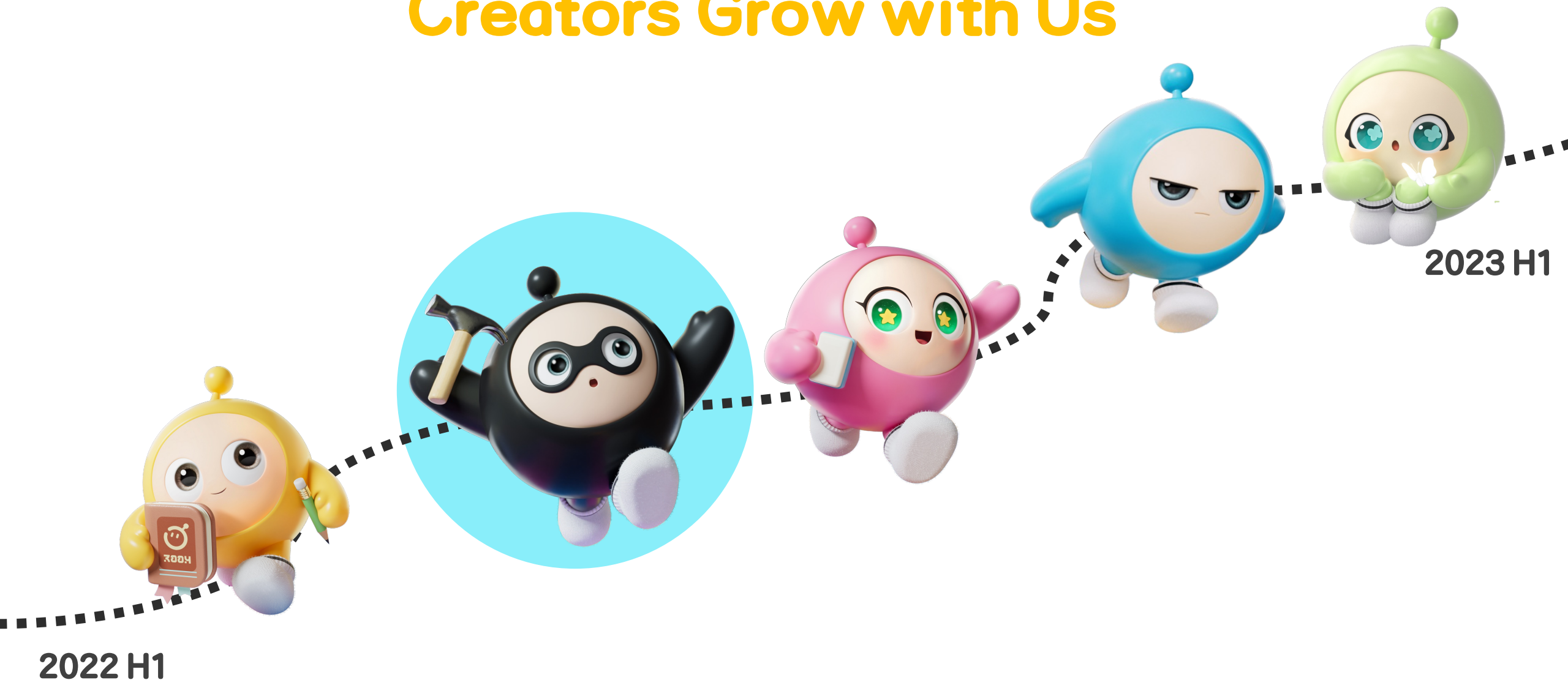
2023 H1



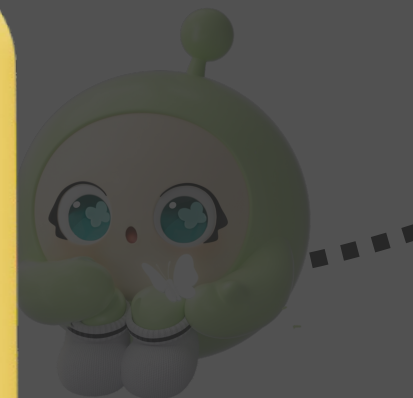
2022 H1



# Creators Grow with Us





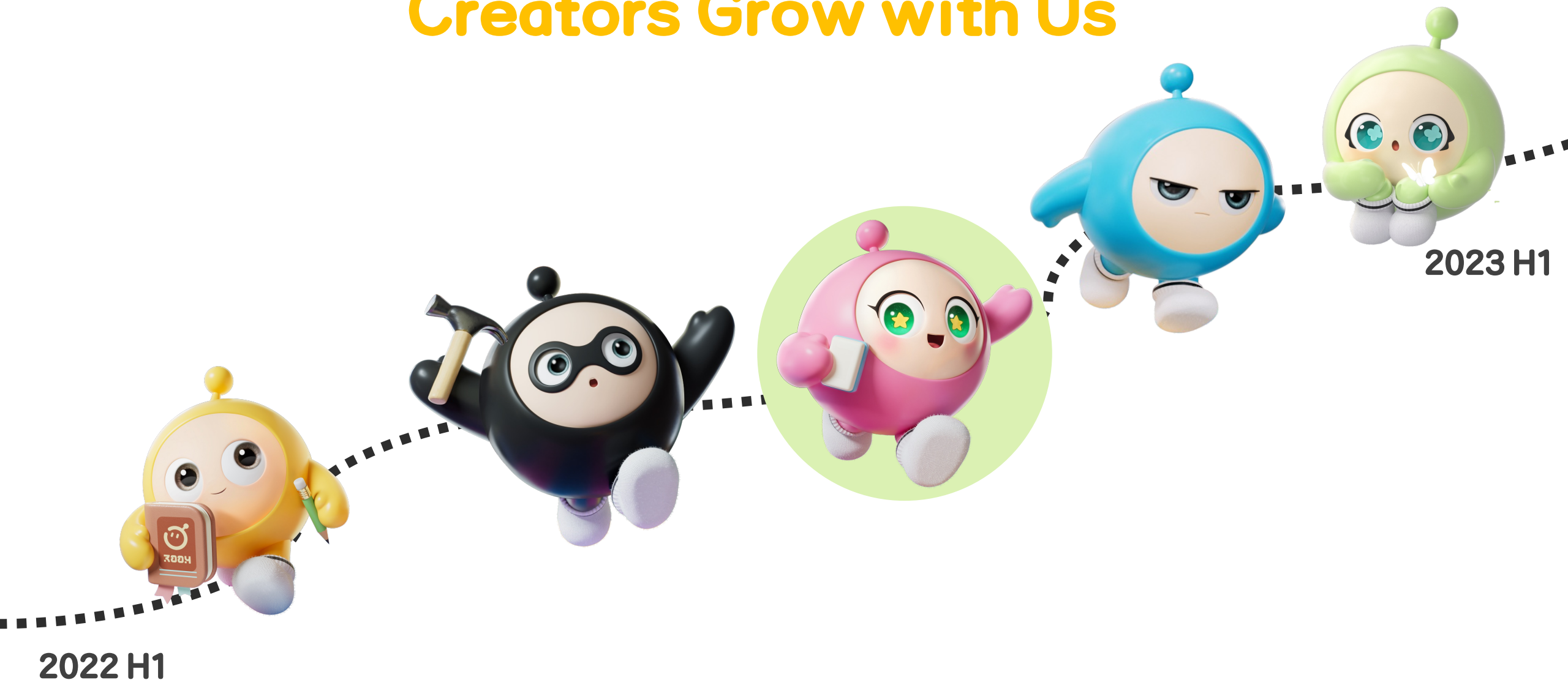


2023 H1



2022 H1

# Creators Grow with Us





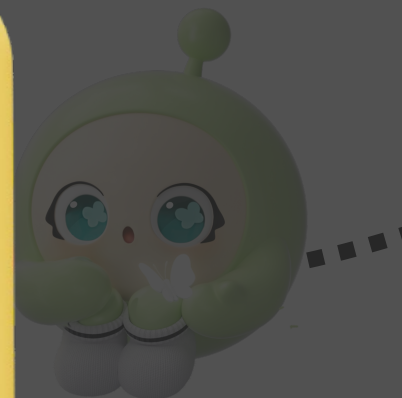
Eggy Studio Present

Introduction

UGC Level Editor

UGC Ecosystem

Unlimited Content



2023 H1

2022 H1





Eggy Studio Present

Introduction

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UGC Ecosystem

Unlimited Content

# Creators Grow with Us







2023 H1



2022 H1

# Creators Grow with Us







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2023 H1



2022 H1



Eggy Studio Present

Introduction  
UGC Level Editor  
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# Incentives For All Levels of Creators

**Signed Creators**

**Recognition &  
1V1 Creator Support**  
**Increased Profit Share**

**Junior Creators**

**Discovery Support for  
Rising Creators**  
**Engagement-based Payouts**

**Beginners**

**Anyone Can Create  
Online & Offline**  
**Creator Workshops**





# Creator Success Story



**Create and express  
with easy tools**



**Recognition  
brings stable income**



**Signed creator  
with impressive income**

**Dispirited Lad is now one of the most successful Eggy Partners**

# Together! Let's Create More Fun!

