

PUBLISHER PITCH • 2026

Go MatchUp

A part of **GauravGo Games Technologies**

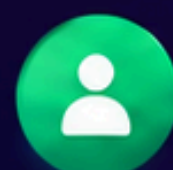
We develop colorful casual puzzle games where every connection takes you one step closer to building a world inspired by India's iconic architecture.



GENRE
MATCH 3 GAME



PLATFORM
MOBILE



MODEL
FREE-TO-PLAY



TARGET
CASUAL & MID-CORE



PLAY THE GAMEPLAY BUILD



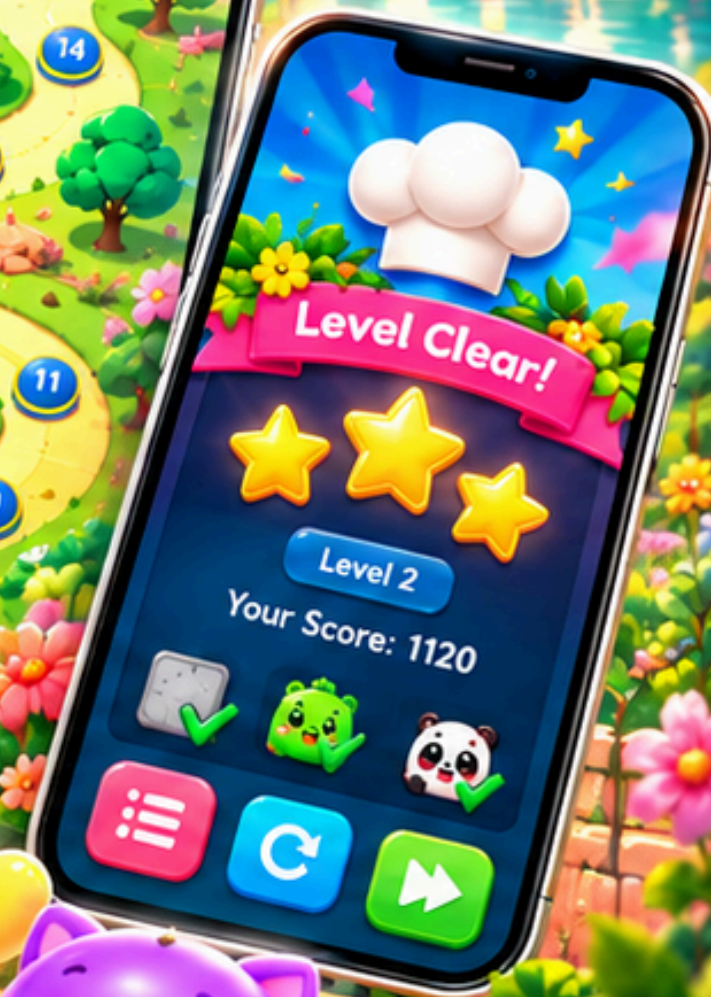
WATCH THE GAMEPLAY RECORDING



Ayush Yadav
DEVELOPMENT



Chinmayee Behera
MARKETING



Jolly Friends

CONNECT. COMPLETE. BUILD YOUR WORLD.

THE META GAME

From puzzle board to living world ★



SOLVE PUZZLE

Clear the level objectives



REWARD

Earn coins



CONSTRUCTION

Build a structure



WORLD PROGRESSION

Unlock new areas



COLLECTION

Complete architectural landmarks



NEXT WORLD

Unlock the next destination

Two progression layers running in parallel:

PUZZLE PROGRESSION and **WORLD PROGRESSION**.

EXAMPLE



10 Levels
Cleared



Coins
Earned



Gateway
Built



Garden
Built



Main Monument
Built



Taj Mahal-Inspired
World Complete



Next Heritage
World Unlocked

The game has been nominated for the **Student Game of the Year (GOTY)** category at the India Game Awards.



JOLLY FRIENDS

MATCH & SMILE

Play • Solve • Earn • Build • Explore
Small Steps. A Bigger, Brighter India.

1

SOLVE PUZZLE



2

EARN COINS



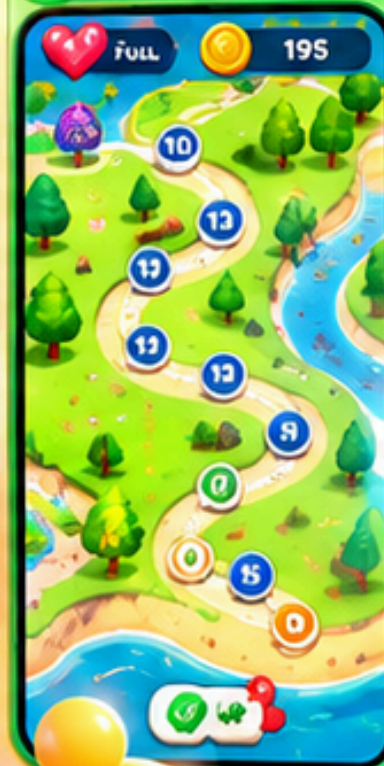
3

BUILD A STRUCTURE



4

UNLOCK NEW AREAS



5

EXPLORE MORE



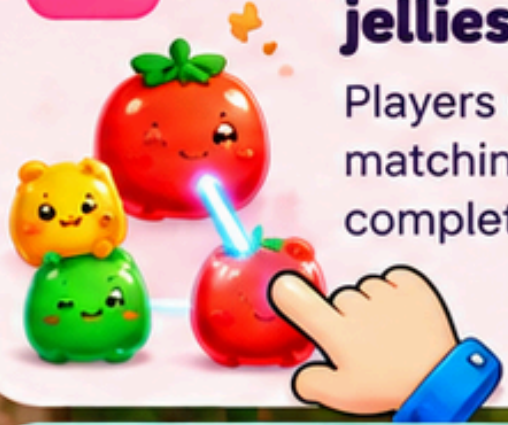
THE GAME IN ONE SENTENCE

A fresh take on color-connecting puzzles

01

Connect same-color jellies

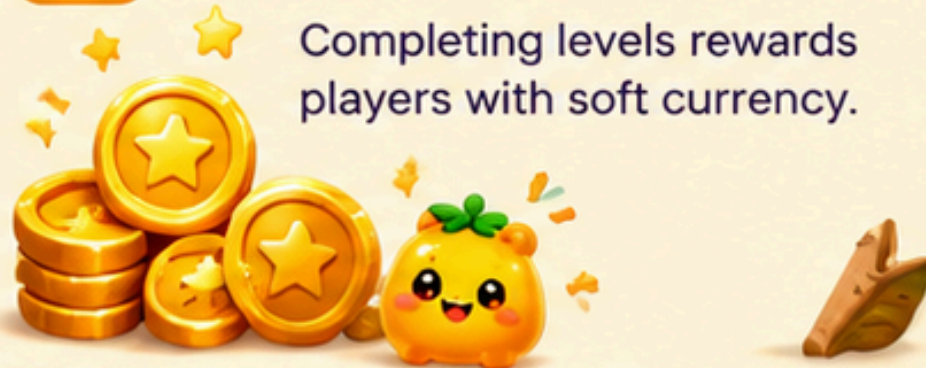
Players strategically connect matching-colored jellies to complete level objectives.



02

Earn coins

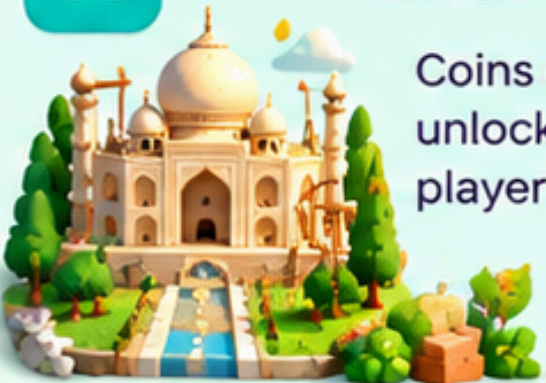
Completing levels rewards players with soft currency.



03

Build & progress

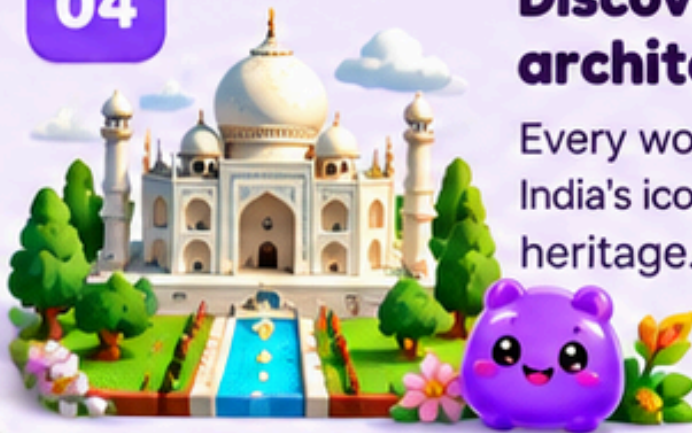
Coins construct and unlock new parts of the player's world.



04

Discover Indian architecture

Every world draws on India's iconic architectural heritage.



CORE LOOP



CONNECT



COMPLETE



EARN



BUILD



UNLOCK



IMPORTANT

JOLLY FRIENDS IS NOT A MATCH-3 GAME. THERE IS NO TILE SWAPPING — THE CORE INTERACTION IS **CONNECTING SAME-COLORED JELLIES**.

CORE GAMEPLAY

Easy to learn, difficult to master

DESIGNED TO BE UNDERSTOOD IN FIVE SECONDS OF GAMEPLAY FOOTAGE.

01



FIND MATCHING JELLIES
IDENTIFY GROUPS OF THE SAME COLOR.

02



CONNECT STRATEGICALLY
DRAW CONNECTIONS TO CLEAR THE REQUIRED TARGETS.

03



COMPLETE THE LEVEL
HIT THE OBJECTIVES WITHIN THE AVAILABLE MOVES.

04

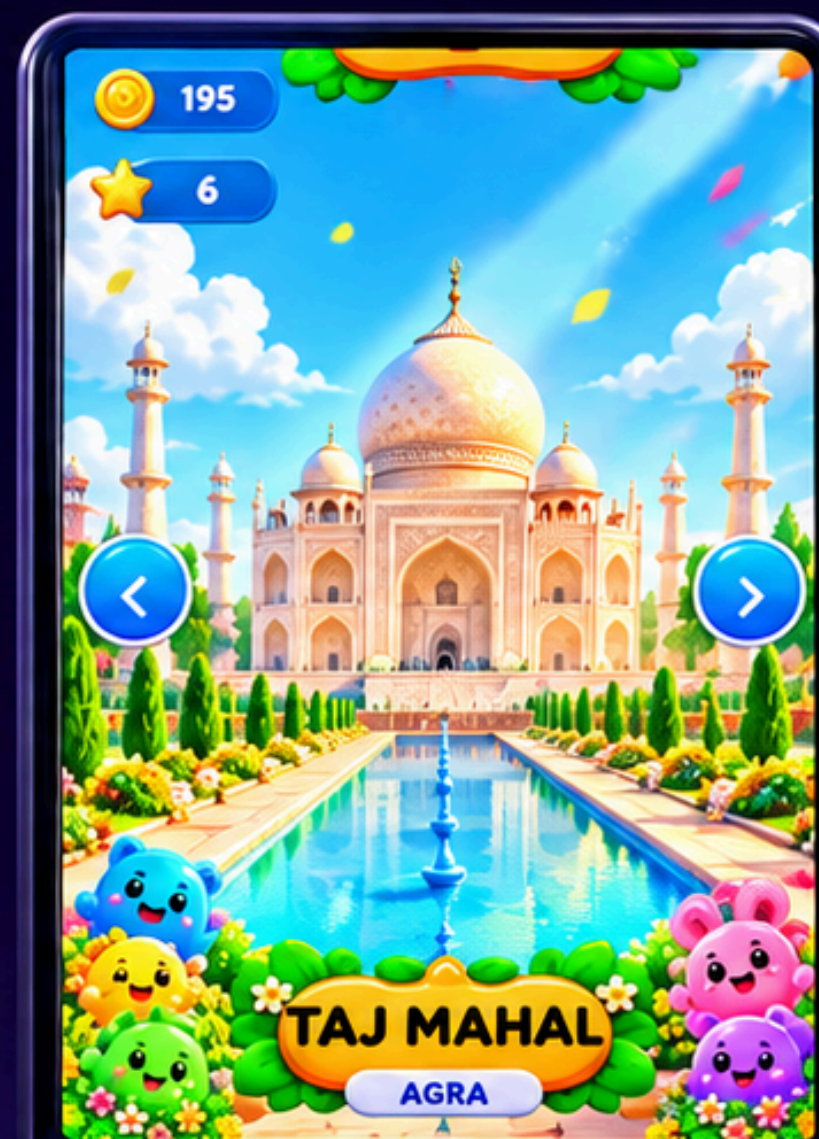
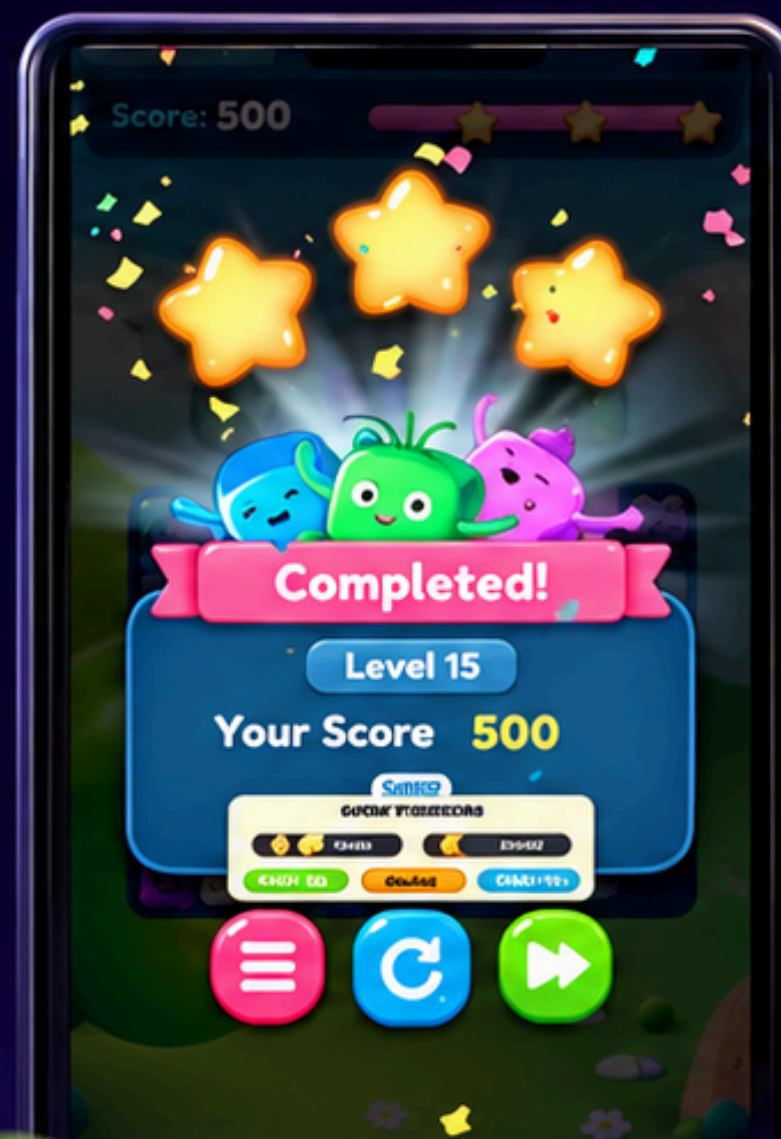
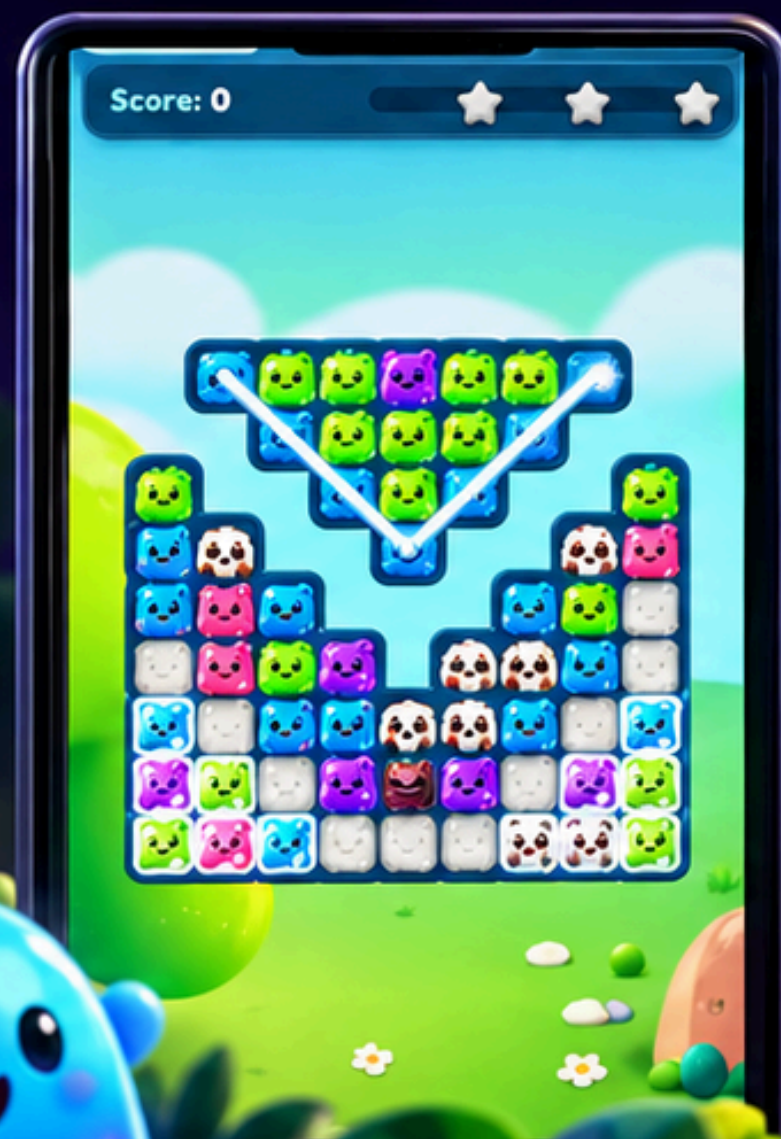


EARN REWARDS
SUCCESSFUL COMPLETION PAYS OUT COINS.

05



BUILD YOUR WORLD
COINS UNLOCK ARCHITECTURAL STRUCTURES.



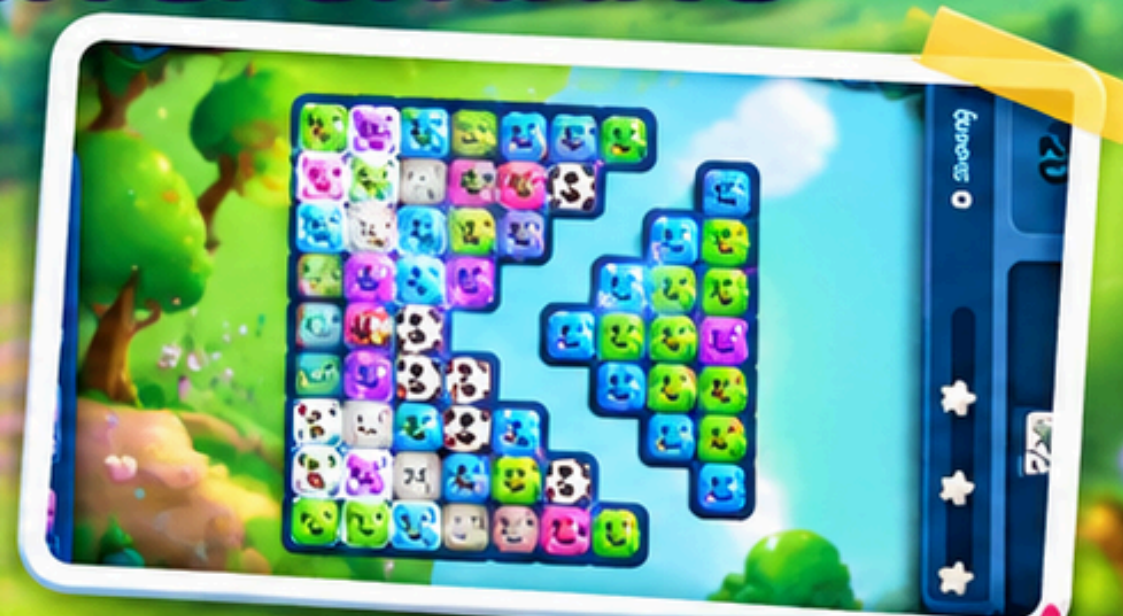
WHY IT WORKS

- ONE-TOUCH INTERACTION
- STRONG VISUAL FEEDBACK
- SHORT PLAY SESSIONS
- STRATEGIC DECISIONS
- EASY ONBOARDING
- PROGRESSION BEYOND THE BOARD

WHY THIS GENRE

A proven behavior with room to differentiate

 GAME	 CORE PUZZLE	 META / PROGRESSION
 CANDY CRUSH SAGA	TRADITIONAL MATCH-3	LEVEL / WORLD PROGRESSION
 ROYAL MATCH	MATCH-3	CASTLE RESTORATION
 TOON BLAST	TAP-TO-BLAST COLOR GROUPS	LEVELS + TEAM SYSTEMS
 TOY BLAST	TAP-TO-BLAST COLOR GROUPS	LEVELS + BOOSTERS



WHAT IS ALREADY VALIDATED

COLOR-GROUP CLEARING, LEVEL-BASED PROGRESSION, AND CONSTRUCTION METAS ARE ALL PROVEN BEHAVIORS AT SCALE.



CONNECT
SAME-COLOR JELLIES



COIN-DRIVEN
WORLD BUILDING



TOON BLAST AND TOY BLAST PROVED PLAYERS ENJOY CLEARING SAME-COLOR GROUPS **WITHOUT TILE-SWAPPING.**



ROYAL MATCH PROVED A PUZZLE CORE CAN CARRY A **RESTORATION META** THAT PLAYERS RETURN FOR.



THE OPPORTUNITY

COMBINE THE ACCESSIBILITY OF COLOR-BASED CASUAL PUZZLES WITH A DISTINCTIVE ARCHITECTURAL PROGRESSION LAYER.



JOLLY FRIENDS USP

What makes Jolly Friends different

"I want to see
what I can build next."

01



Connect, not Match-3

Players connect same-colored jellies instead of swapping tiles.

02



Every level has a purpose

Coins from wins contribute to something visible, not just a level number.

03



Build your own world

Puzzle → Reward → Construction, on a persistent map.

05

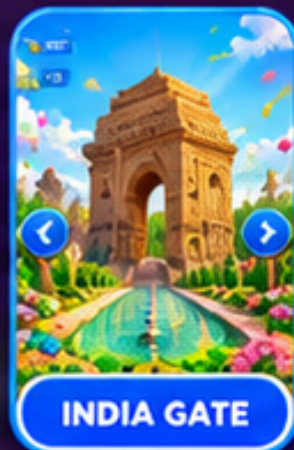


Collection + completion

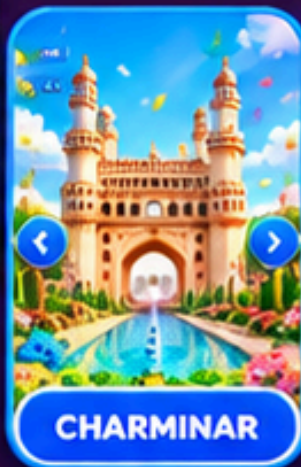
Landmarks give players a long-term reason to return.

04 INDIAN IDENTITY

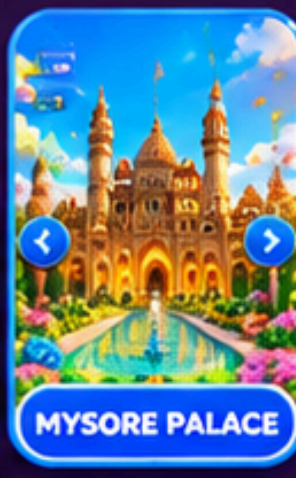
Heritage architecture gives the game a look no competitor owns.



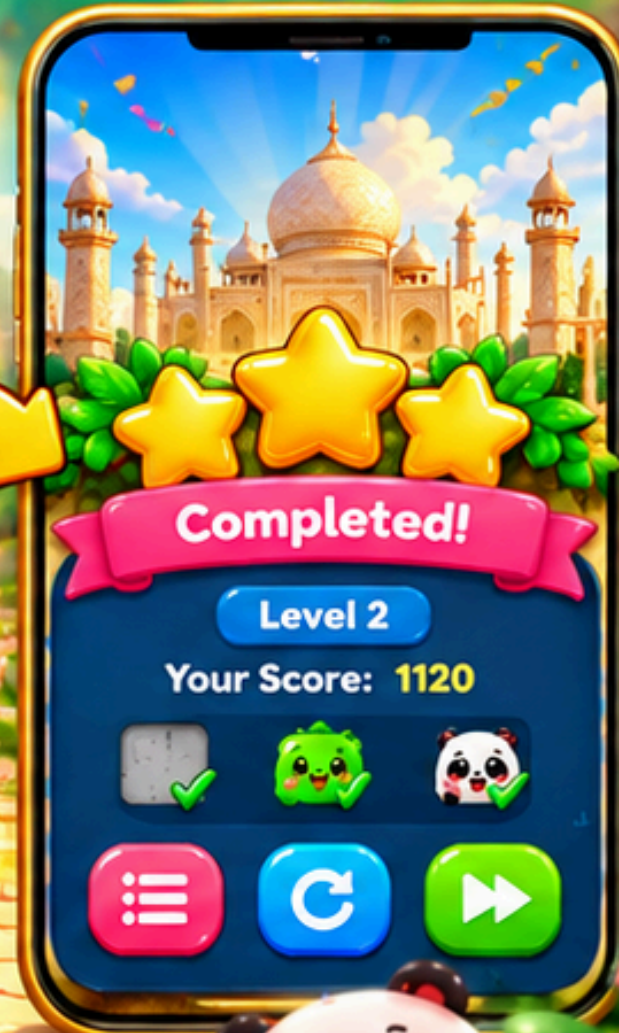
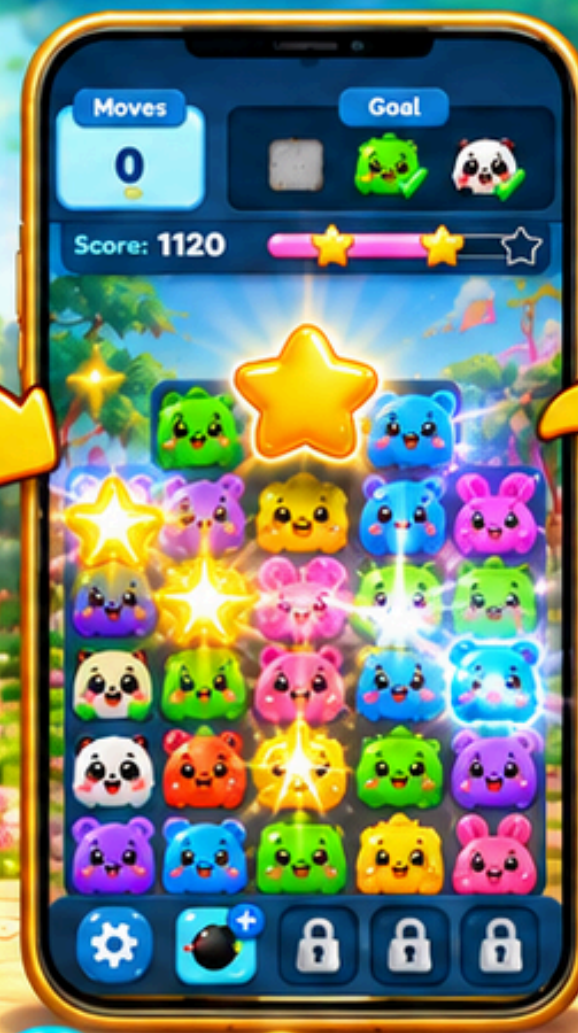
INDIA GATE



CHARMINAR



MYSORE PALACE



MONETIZATION & LIVE-OPS

Built for a sustainable **free-to-play** model



Soft currency

Coins earned in play, optionally purchasable.



Boosters

Optional help on difficult levels.



Lives / attempts

Replenishment system for continued play.



Rewarded ads

Extra coins, moves, boosters, multipliers, daily rewards.

Live events keep the **world moving**



FESTIVAL EVENTS



DIWALI



HOLI



MAKAR SANKRANTI



DURGA PUJA



ARCHITECTURE EVENTS



SPECIAL MONUMENT BUILDS



LIMITED-TIME CONSTRUCTION CHALLENGES



LANDMARK PIECE COLLECTION



CADENCE

A FESTIVAL MOMENT EVERY MONTH AND A **MONUMENT CHALLENGE** EVERY **FORTNIGHT**, ALL BUILT ON THE SAME PUZZLE CORE.



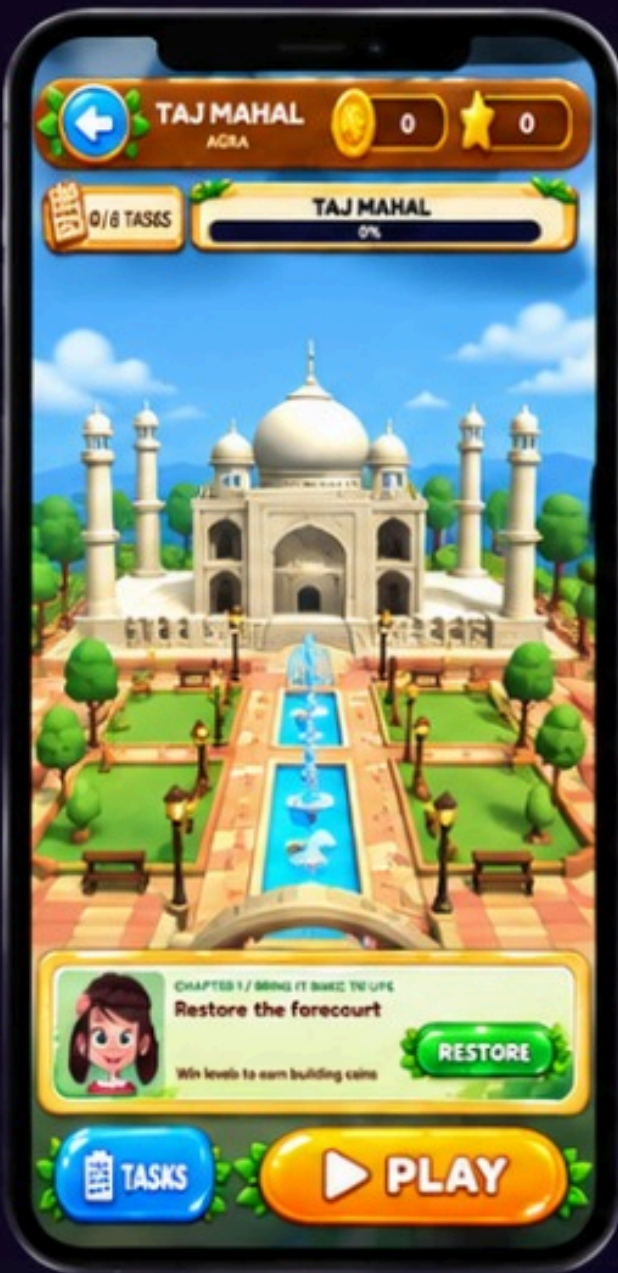
THE ARCHITECTURAL META CREATES **CONTENT EXPANSION** WITHOUT CHANGING THE CORE PUZZLE MECHANIC.



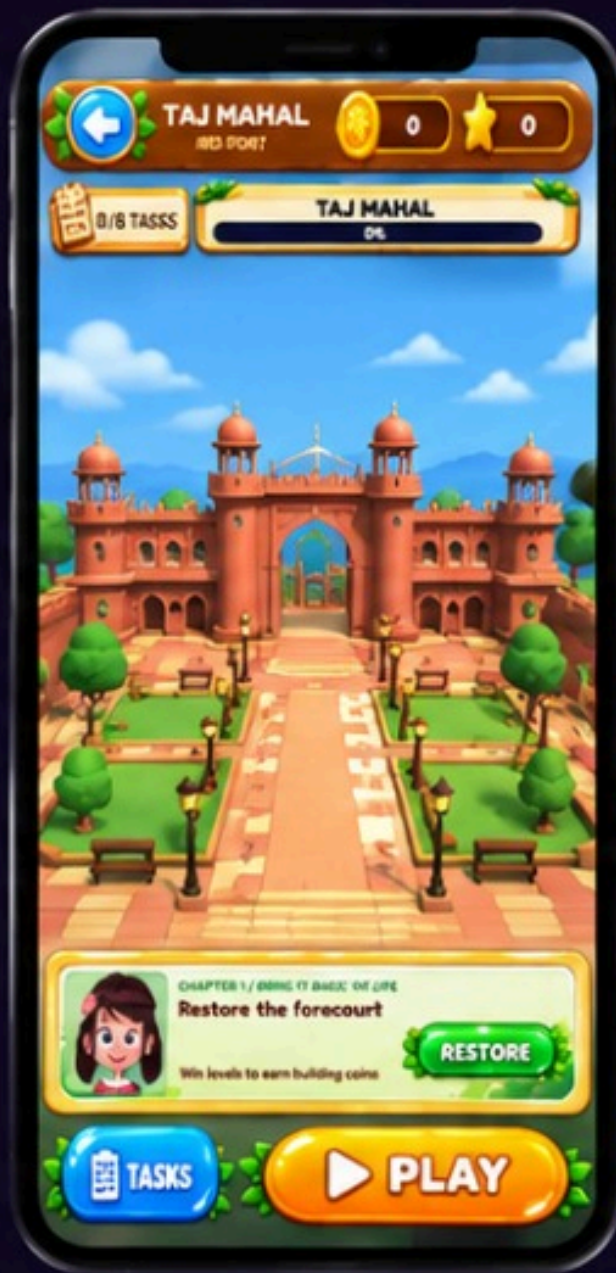
CONTENT & EXPANSION

A game that grows world by world

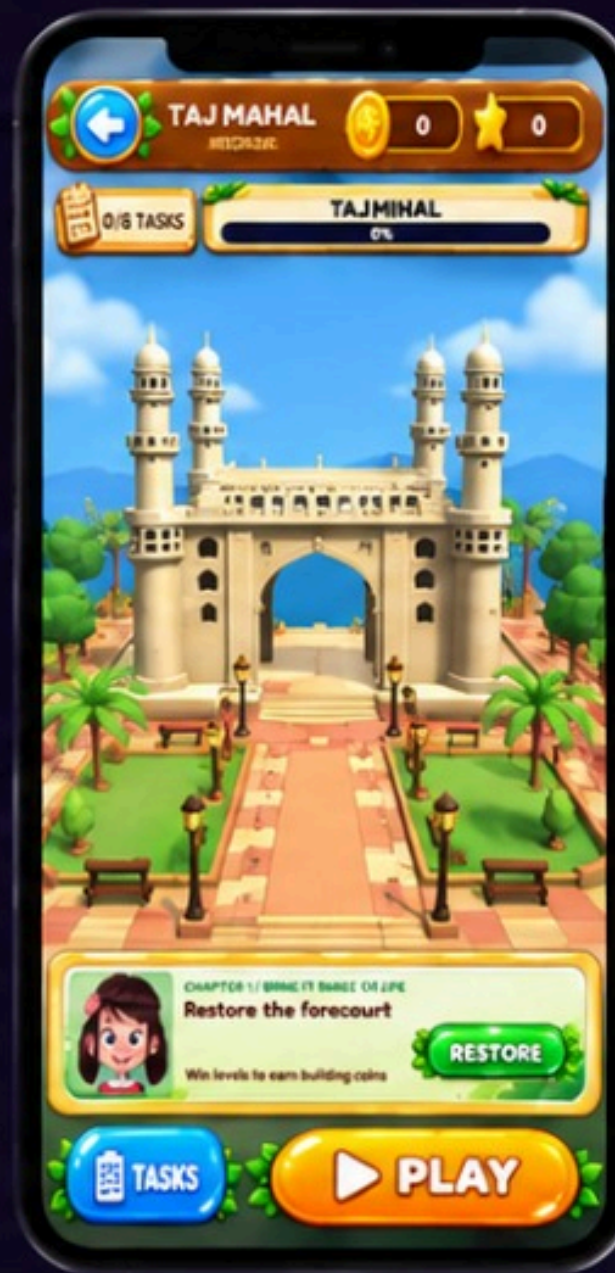
NEW LEVELS + NEW OBSTACLES + NEW JELLIES +
NEW WORLDS + SEASONAL EVENTS.



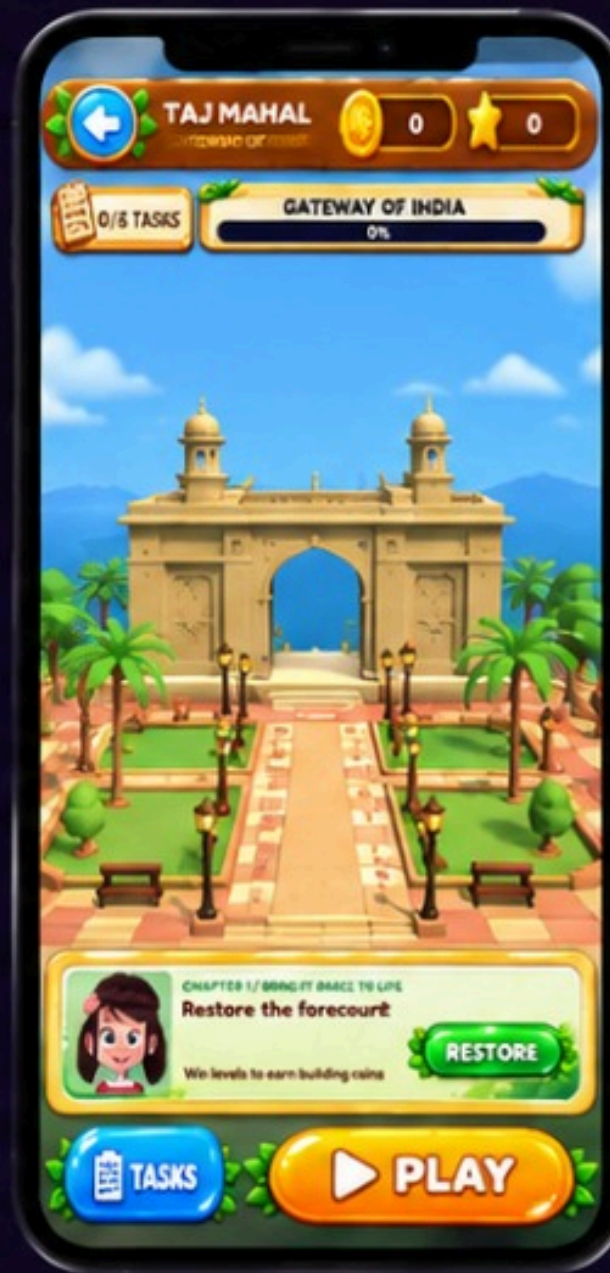
WORLD 01
Taj Mahal



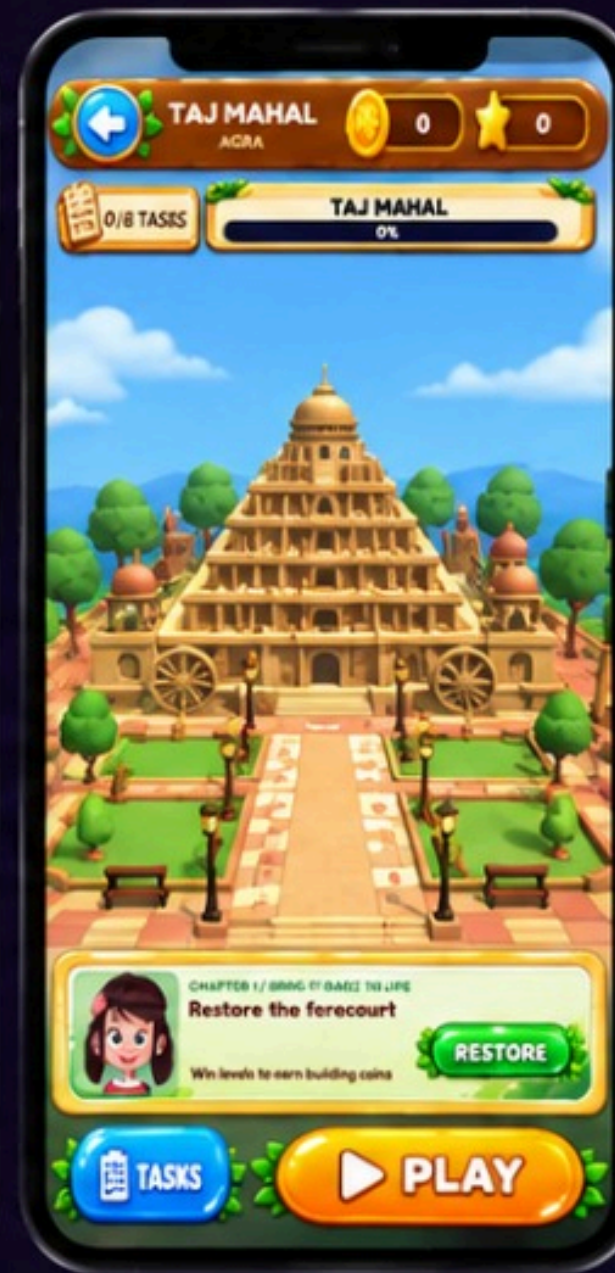
WORLD 02
Red Fort



WORLD 03
Charminar



WORLD 04
Gateway of India



WORLD 05
Konark Sun Temple



WORLD 06
Mysore Palace

BEYOND INDIA

| SPECIAL WORLDS INSPIRED BY ASIA, EUROPE, THE MIDDLE EAST, ANCIENT CIVILIZATIONS AND FANTASY ARCHITECTURE.

Match Chop & Cook

UNDER DEVELOPMENT

A fun and tasty match-3 puzzle game with fresh veggies, exciting levels and delicious challenges!



100+ Levels

With increasing difficulty



Smooth Controls

Easy swipe play



Explosive Combos

For mega scores



Charming Animations

Fun sound effects



For All Ages

Kids & adults both

How to Play



Swipe to match 3 or more veggies.



Make bigger matches to unlock power veggies!



Complete the goals before you run out of moves.



Use boosters wisely to clear obstacles faster!

Go MatchUp

Another Game



GauravGo
Creating Dreams



TRY THE GAME

Download APK (Beta Build)



FUNDING ASK

\$5,000 USD

To complete development and launch the game



THE ASK

What we need to ship Jolly Friends

BUDGET BREAKDOWN



Development

\$18,000

Core puzzle, meta systems and world building.



Assets & hardware

\$7,500

Art, audio, licences and devices.



Testing & other

\$4,500

QA, store setup and contingency.

TIMELINE · 6 MONTHS



MONTHS 1-3



Development

Core loop, meta layer and first world.

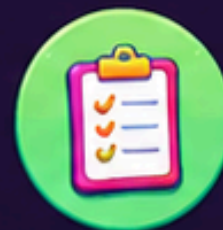
MONTHS 4-5



Polishing

Art pass, tuning, economy balance.

MONTH 6

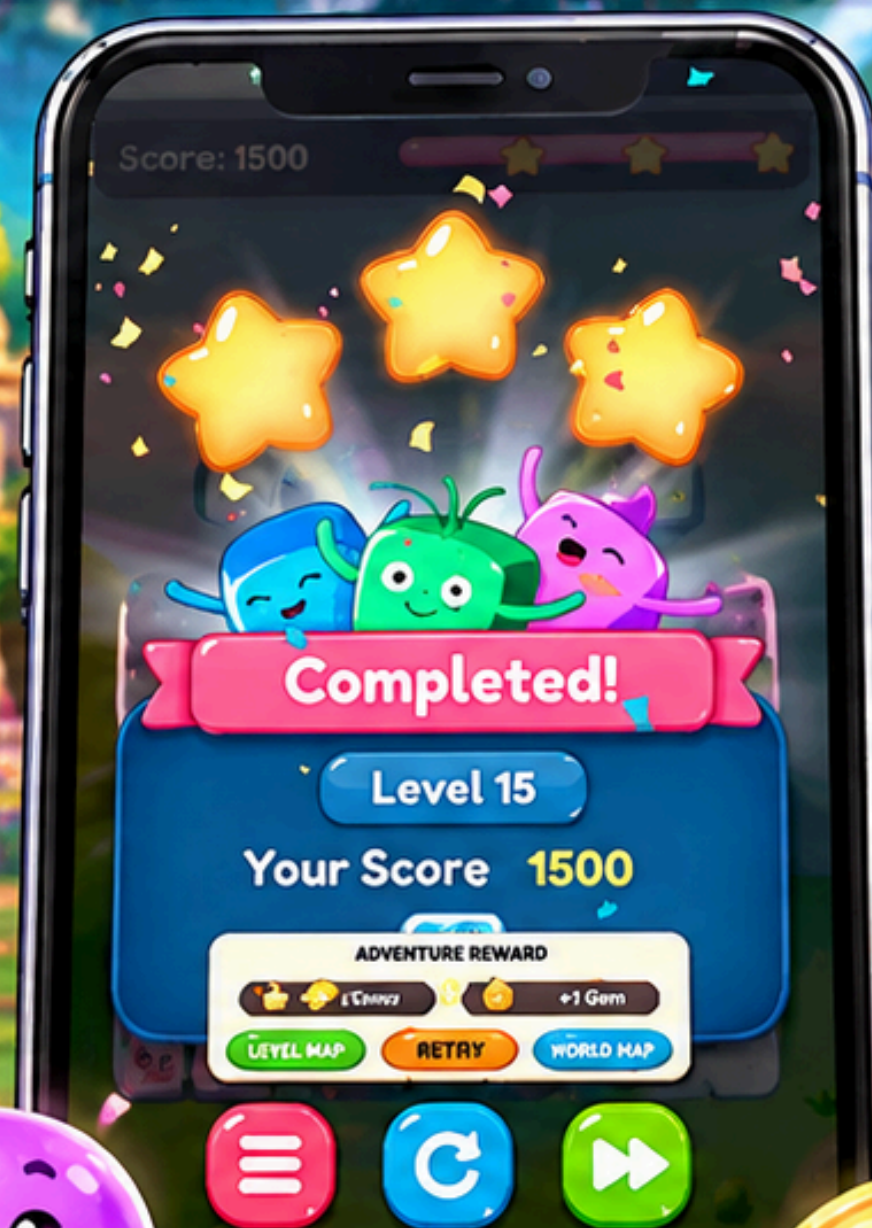


Testing

QA, soft launch and store release.

FUNDING REQUEST

\$30,000



Connect. Complete. Build Your World.

\$30,000 · 6 MONTHS · A LAUNCH-READY PUZZLE TITLE