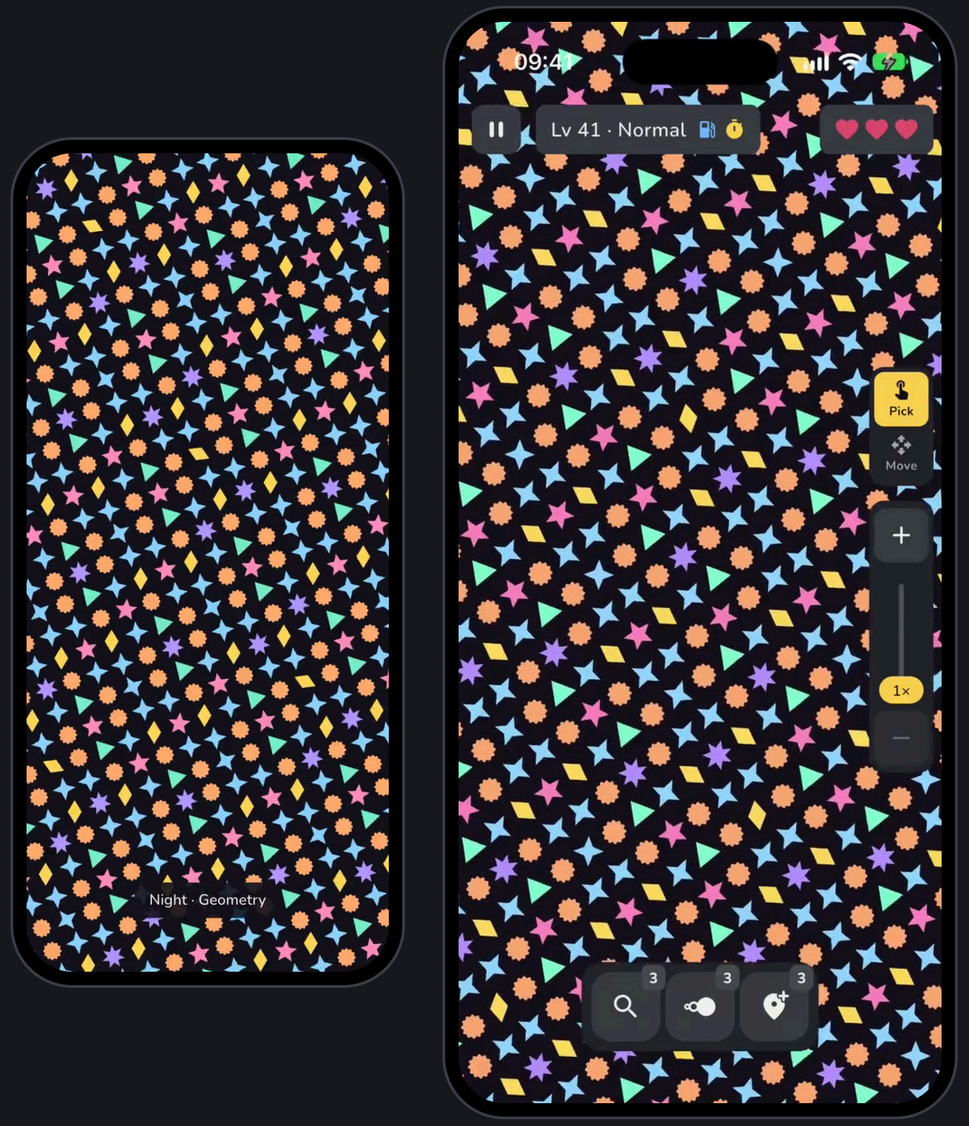
HYBRID-CASUAL PUZZLE · IOS AND ANDROID

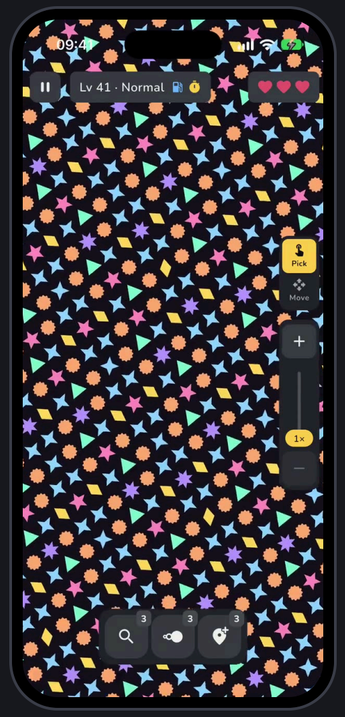
Oddling

Hundreds of figures drift in a hypnotic pattern. Only one spins but doesn't move. Find it — one tap.

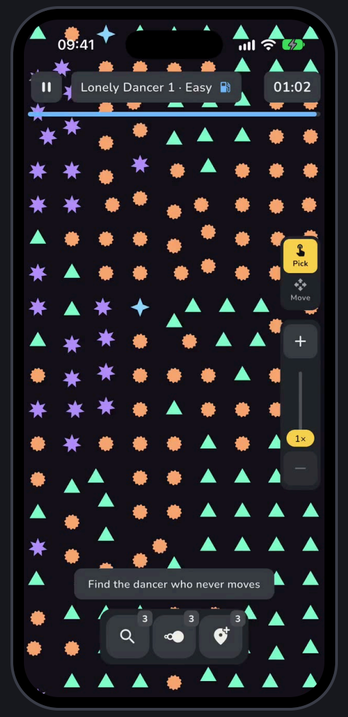
10.0M organic views of the mechanic

Core + meta already playable

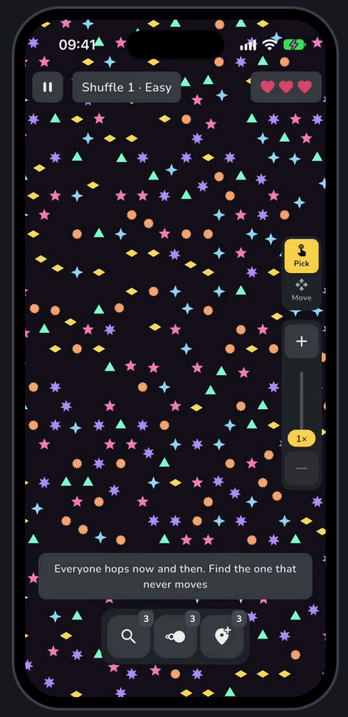




Spinner



Lonely Dancer



Shuffle

CORE MECHANIC

A one-sentence rule, clear in a second

- The whole pattern flows while the target spins in place. The eye learns to see stillness inside motion.
- **Several level types**: Spinner, Lonely Dancer, Shuffle, Depth, Packed and Blinking figures — plus a few more in development.
- **4 tiers** (Easy → Expert), 3 tries per level, endless deterministic generation with a difficulty score.
- Hints (area, trails, markers) — a rescue, and a monetisation point.

PROOF OF INTEREST · INSTAGRAM INSIGHTS

The format spreads itself

10.0M
views all time (7.9M Instagram + 2.1M Facebook)

2.0M
unique accounts reached all time

@opticalillusionsguy
instagram.com/opticalillusionsguy ↗
59 puzzle Reels since 10 Oct

1.6×
average watch time per view vs. the video's length: people replay the loop to find the figure

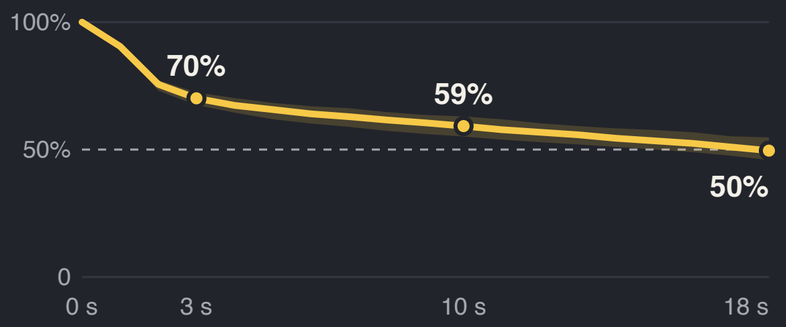
The Reels show the same mechanic as the game. The typical 18-s Reel keeps 70% of viewers past 3 s and half to the end; 22 of 47 never drop below 50%.

Top 5 Reels, 10–24 Oct 2026



19 of 59 Reels passed 100K views. Not a one-off hit.

Typical 18-s Reel: share still watching



Median of 47 Reels, 10 Oct – 23 Nov 2026; the band is the middle half.

AUDIENCE · INSTAGRAM API

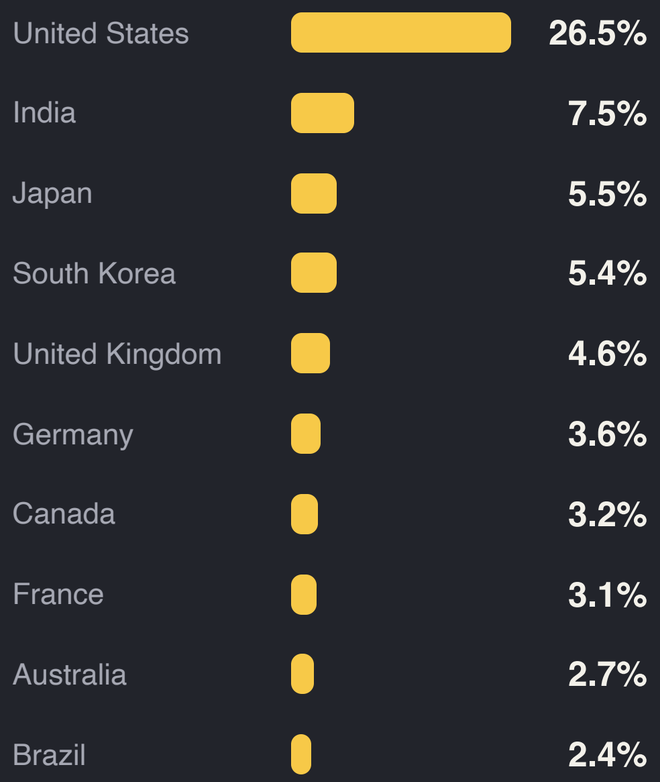
Who the Reels reach

1.12M
accounts reached over the past month

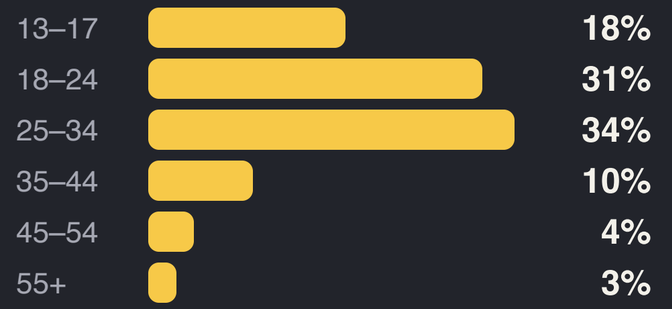
55%
in the US, UK, Canada, Australia, Germany, France, Japan and Korea

65%
aged 18–34; where gender is known, 70% are men

Top 10 countries, share of reach



Age, share of reach



From reach to engagement

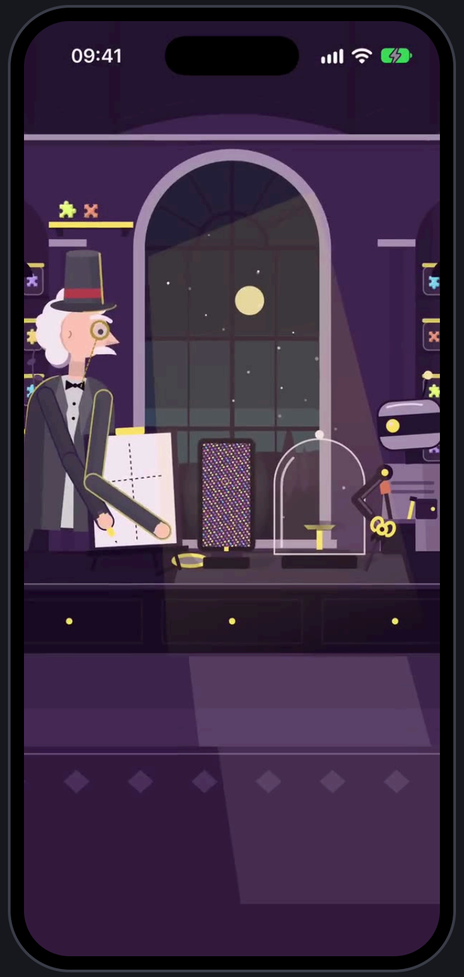
	All time	Past month
Reached	2.0M	1.12M
Engaged	80K	39.6K
Engaged share	4%	3.5%

Engaged: liked, commented, shared or saved. 155K interactions.

META · WHY PLAY AGAIN

Every win makes a copy with a rarity

- After a win, the doctor and the robot copy the found figure in the lab. The copy's rarity — Plain → Rare → Epic → Legendary — multiplies the reward.
- A win pays four currencies: **Paint and Shards** for the collection, **Parts** for the lab, **Glitter** for the wardrobe — and sometimes a hint.
- A Legendary copy adds blueprint fragments for the Lab-made sets. A first-try win gives the energy back.



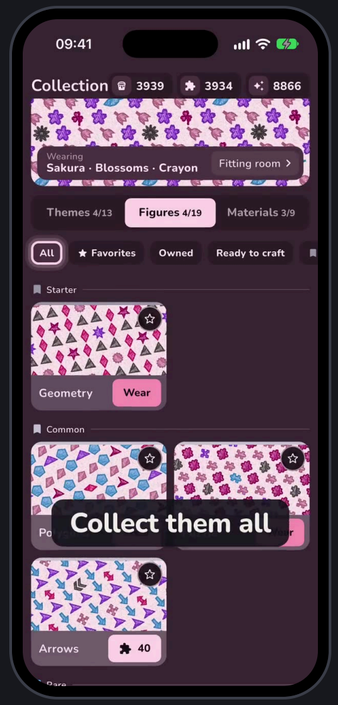
The copy's rarity



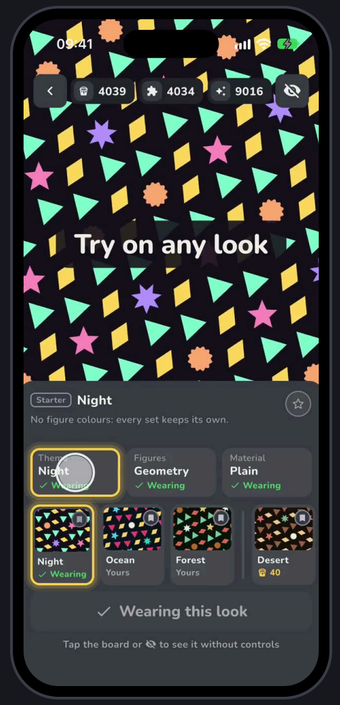
A Legendary copy

META · COLLECTION AND WARDROBE

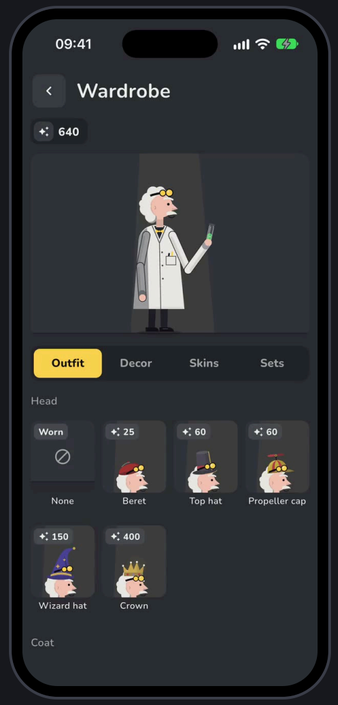
2,000+ looks to collect — and a doctor to dress



Collection



Fitting room



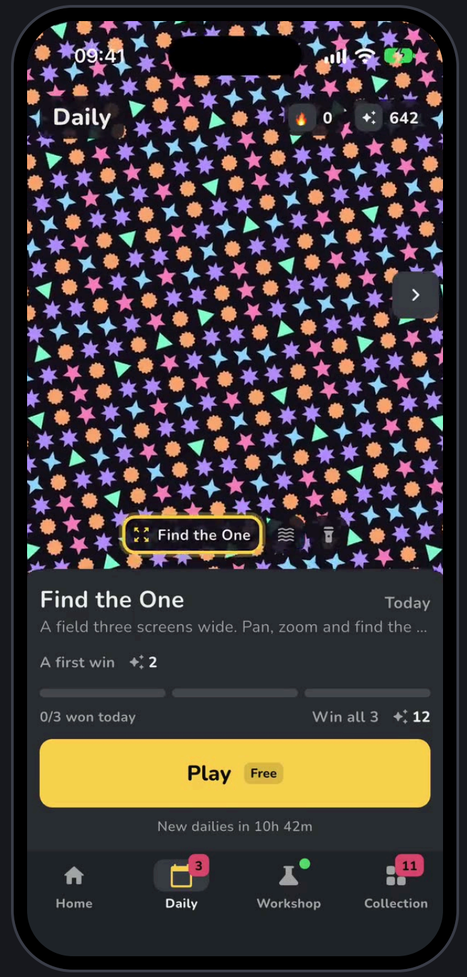
Wardrobe

- **A look** = theme × figure set × material: 13 themes, 19 figure sets, 9 board materials (crayon, torn paper, sticker, halftone, stained glass, marquetry, felt, neon).
- Rarities Common → Legendary, priced 40 → 1,600; a legendary item takes ≈ 4–5 h of play.
- **Fitting room**: any look on a live board before you buy; set it as the goal and the Distiller brews its resource.
- **Wardrobe**: 44 items in 13 slots (outfit, lab decor, station skins), 72 colour variants, 9 sets and trophies. The doctor wears his outfit in every win's reveal.

Room to grow. Every collectible type has huge room for more items: new ones drop into the existing systems, and themes and figure sets ship from the server.



The lab



Dailies

META · COMING BACK EVERY DAY

A lab you build up, dailies to come back for

- Stations (reactor, distiller, chronometer…) produce resources and hints while fuelled — and every round played adds fuel.
- Research and challenges (quick eye, unaided, hot streak) add a bonus share to the reward.
- Daily levels with a streak and a win-all-3 bonus; energy with a bonus for first-try wins.
- The economy is modelled: a legendary item ≈ 4–5 h of play, everything ≈ 2 months at 40 min a day.

MONETISATION · PLANNED

Every sink in the game is ready to take money

Rewarded ads

— Double a win's rewards

— Refill energy — the "Refill · ad" button is already in the game

— A hint when stuck; one more try after the third miss

— Speed up the lab: fuel or collect now

In-app purchases

— Resource packs: Paint, Shards, Parts, Glitter

— Hint packs (every hint is a spendable, capped item)

— Energy refills and energy tickets

— A starter pack and bundles

Premium content

— Themes, figure sets, materials and wardrobe sets for real money only

— Seasonal and event looks (Halloween, holidays)

— New looks ship from the server, no app update

Ad-free and subscription

— A one-time "no ads" purchase

— VIP: more max energy, faster regen, a daily hint, an exclusive look each month

STATUS

The game is built — ads, IAP and a store listing are missing

Ready for monetisation

— No SDK integrated yet — your stack can go in from the start

— The economy is modelled in a sandbox: prices and currencies are tunable

What's done

— The full core loop: a 20-level tutorial and endless levels of several types

— Meta: collection, fitting room, wardrobe, lab, research, challenges, dailies

— Own backend: the level config and catalog change without an app update

Tech

— Flutter, one codebase for iOS and Android, portrait, phones and tablets

— Deterministic generation: the same level on every device

Upfront

— Built in Flutter, not Unity. If it's needed, porting to Unity or any other engine or language is no problem.

— The Google Play account failed verification (inactive, no apps) — could the test or release run under yours?

ABOUT

A solo developer from Ukraine

I do the design, code, art and economy myself. This is my first game, but I have 8+ years in commercial web development; no previous publisher experience. I tested the mechanic on Reels first, then built a full game around it. I can turn changes around fast for your tests.



The ask

A marketability / CPI test of the mechanic with your team — and, if the numbers back up the Reels, publishing.

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Gameplay 30 s: [link] · Meta 30 s: [link] · APK on request