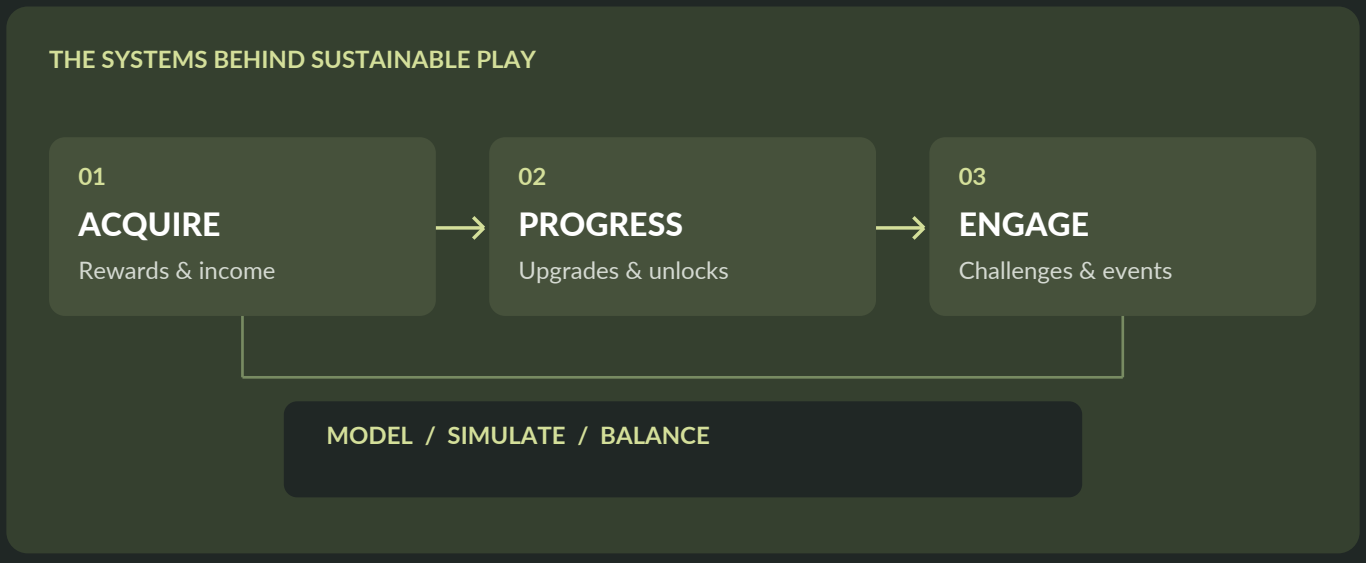
GAME ECONOMY & SYSTEMS CONSULTING

Build better economies. Retain players. Scale sustainably.

Mathematical game economy and systems design for ambitious studios, publishers and live-service games.



40+
Game projects

6M+
Combined downloads & visits*

5+
Years in game design

*Founder-reported aggregate across projects; downloads and visits are not unique players.

The economy is part of the game. Not just a spreadsheet.

When progression, rewards and monetization are designed in isolation, problems compound as your game scales.

01

Progression stalls

Players hit unexpected walls, grind becomes repetitive, or new content is consumed too quickly.

Design response: pacing targets, milestone curves and resource budgets.

02

Resources lose value

Sources grow faster than sinks, reward value erodes, and late-game systems become difficult to tune.

Design response: source/sink mapping, inflation forecasts and scalable costs.

03

Monetization conflicts with play

Offers, premium resources and reward ladders can undermine perceived fairness and long-term engagement.

Design response: value models, acquisition pacing and offer architecture.

04

LiveOps adds complexity

New seasons, features and events introduce interacting systems that are increasingly costly to rebalance.

Design response: shared tuning models, scenario tests and expansion rules.

Our goal: make the economy explainable, tunable and ready for the next stage of your product.

Specialist expertise, from concept to LiveOps.

Scope one critical system or engage FUNANAS as a strategic design partner across the product lifecycle.

01

Economy architecture

Currencies, sources and sinks, resource flows, value relationships and long-term economy health.

02

Progression & retention

Leveling, unlocks, upgrade costs, milestone pacing, reward schedules and player journey modeling.

03

Monetization & collectibles

F2P offer structure, premium currency, pack value, gacha probability and duplicate handling.

04

Mathematical balance & simulation

Tuning tables, scaling formulas, probability models, scenario tests and sensitivity analysis.

05

Competitive & social systems

Ranking, matchmaking, competitive rewards, seasonal resets and player incentive design.

06

LiveOps & fractional design leadership

Event economies, balance reviews, content expansion planning and ongoing product-team collaboration.

TYPICAL DELIVERY FORMATS

System specifications / Economy models / Tuning spreadsheets / Simulation reports / Implementation handoff

Model first.
Tune with purpose.

We connect design goals to measurable assumptions, then test the system before it becomes expensive to change.

01 **Diagnose**
Review the game, data, goals and constraints.

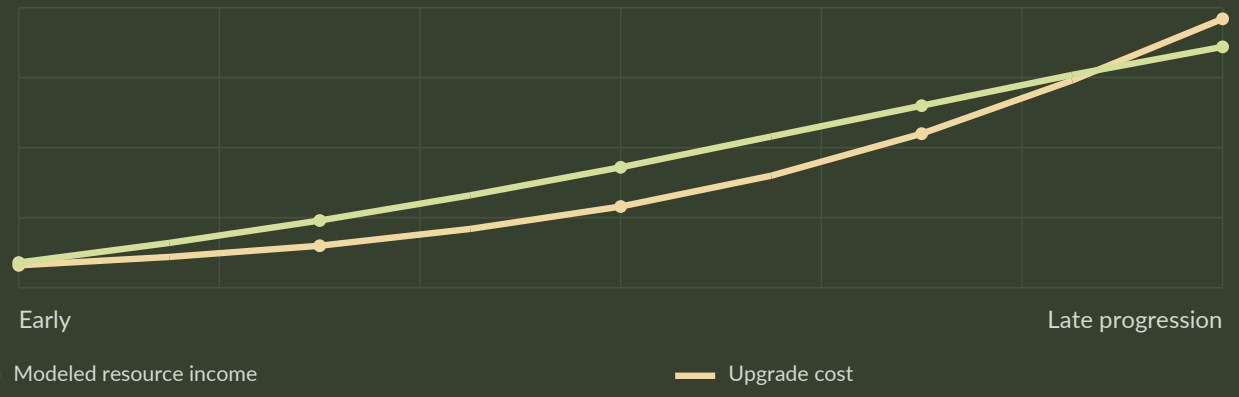
02 **Architect**
Map loops, dependencies, resource flows and targets.

03 **Model**
Build formulas, tuning tables and scenarios.

04 **Validate**
Stress-test assumptions; review with the team.

05 **Deliver & iterate**
Handoff clear specifications and refine with feedback.

ILLUSTRATIVE PROGRESSION MODEL



Tools: advanced Google Sheets, Machinations and custom mathematical models. The chart is schematic, not client data.

Economies designed to scale.

Selected production experience across mobile RPGs and high-reach Roblox games.

TAPNATION / MOBILE RPG

Hero Adventure

2M+
DOWNLOADS

DESIGN CHALLENGE

Build a sustainable long-term progression economy for an idle adventure RPG.

SCOPE OF WORK

Soft and premium currencies, hero scaling, gear upgrade costs, idle income, PvE rewards and spreadsheet-based tuning.

Design focus: scalable progression and balanced resource flows.

ROBLOX / MINING SIMULATOR RPG

Slime Era

2.6M+
PLATFORM VISITS

DESIGN CHALLENGE

Address grind walls and compounding rebirth multipliers in a progression-driven live game.

SCOPE OF WORK

Progression curve redesign, mining damage scaling, rebirth formulas, rarity multipliers, currency sinks and milestones.

Design focus: smoother pacing and controlled inflation.

Beyond the core economy.

Experience across long-term LiveOps partnerships, competitive multiplayer and engagement-led products.

HYBRID CASUAL / LONG-TERM COLLABORATION

Lepta Games / BEN

Multi-year collaboration

Progression architecture, resource sources and sinks, pack-based rewards and cost curves. Ongoing economy tuning across content updates.

PC / COMPETITIVE MULTIPLAYER

BloodLoop

Competitive systems

Ranking and MMR, seasonal resets, reward pacing, competitive incentives and emission modeling.

MOBILE & WEB / EDUCATIONAL GAME

FabuLingua

250K+ downloads

Learning-linked progression, reward loops, monthly events, analytics event specifications and KPI framework design.

FANTASY SPORTS / DIGITAL COLLECTIBLES

ScoreStars

Collectible economy

Card rarity and pack expected value, duplicate conversion, upgrades and long-term card supply simulation.

Selected responsibilities are described; proprietary client models and undisclosed KPIs are omitted.

The right scope for your stage.

Start with a targeted assessment, commission an architecture project, or bring senior design expertise into your team.

01

Economy & Systems Audit

For teams that need clarity on what is not working.

System review, prioritized risks, recommendations and a practical next-step roadmap.

02

Architecture & Design Sprint

For pre-production, a new feature or a major rework.

Defined systems, core formulas, economy models and implementation-ready design specifications.

03

Complete Economy & Systems Design

For teams building a game or redesigning its foundation.

Integrated progression, resources, monetization and balancing models with structured handoff.

04

Fractional Lead / LiveOps Partnership

For studios that need ongoing senior specialist support.

Recurring balance reviews, feature design, tuning, modeling and collaboration with product teams.

Discovery calls are complimentary. Professional work is scoped and paid.

FOUNDER-LED INTERNATIONAL CONSULTING

Build systems that can grow with your game.

FUNANAS is led by Denis Nešić, a Croatian game economy and systems designer with a bachelor's degree in mathematics from the University of Zagreb.

DENIS NEŠIĆ

Founder & Principal Consultant

Mathematics · Economy architecture · Game systems
International production experience · Design and playtest leadership

LET'S DISCUSS YOUR PROJECT

Tell us about your game, its current stage and the design challenge you want to solve. We will use a complimentary discovery call to assess fit and define the right next step.

Request a discovery call

denisnesic1996@gmail.com

funanas.com/consulting/

Mobile / PC / Roblox / Collectible games / Live-service products
Selected work and additional shareable examples available on request.