TCG & CCG CONSULTING

Build the game. Balance the meta. Design its future.

End-to-end trading and collectible card game design for studios, publishers and intellectual property owners.

THE COLLECTIBLE GAME ECOSYSTEM

01

COLLECT

Rarity & packs

→

02

COMPETE

Rules & meta

→

03

EVOLVE

Sets & progression

DESIGN / MODEL / PLAYTEST / TUNE

≈2,000	15+	40+	5+	5+
Cards designed across projects	Card game projects	Game design projects overall	Years of experience	Competitive playtesters

Founder-reported portfolio figures; card game projects are included in the overall total.

A great card game is more than a great card pool.

Rules, collection value and competitive balance must work together from the first prototype to future expansions.

01

The core game lacks depth

Rules and archetypes must reward meaningful decisions without creating unnecessary complexity.

Design response: clear rule architecture, card identities and counterplay.

02

The meta becomes narrow

Dominant decks and underused cards can reduce variety and make new sets harder to design.

Design response: power budgets, matchup analysis and iterative testing.

03

Collection value deteriorates

Poor rarity and duplicate structures can make acquisition feel frustrating or undermine perceived value.

Design response: probability models, pack composition and collection pacing.

04

Expansions create power creep

New mechanics and cards can destabilize existing decks or introduce costly rework.

Design response: expansion guardrails, test plans and balance frameworks.

Our goal: create a compelling core game with a collection and competitive ecosystem that can grow.

From first concept to future expansions.

Scope a specific design challenge or engage FUNANAS to develop the complete underlying game system.

01

Original TCG / CCG design

Core rules, turn structure, win conditions, card types, archetypes and prototype-ready mechanics.

02

IP-to-TCG adaptation

Translate characters, lore and brand identity into playable mechanics, card taxonomy and collectible products.

03

Card design & balance

Card libraries, effect templates, power budgets, synergies, counterplay and tuning frameworks.

04

Collectible economy

Rarity tiers, booster composition, pull probabilities, duplicate handling and digital acquisition pacing.

05

Competitive playtesting & systems

Tournament-level playtesting, deckbuilding, matchups, rankings, matchmaking and competitive reward design.

06

Expansions & LiveOps

Set architecture, power-creep guardrails, content cadence, balance reviews and ongoing design leadership.

TYPICAL DELIVERY FORMATS

Rulebooks / Card databases / Tuning sheets / Probability models / Playtest reports / Implementation handoff

Model first.
Playtest continuously.

A disciplined workflow connecting creative design, mathematical assumptions and practical testing.

01 **Design**

Define core rules, player decisions and archetype goals.

02 **Model**

Establish card valuation, resource flows and power budgets.

03 **Simulate**

Evaluate pull rates, supply curves and matchup assumptions.

04 **Test**

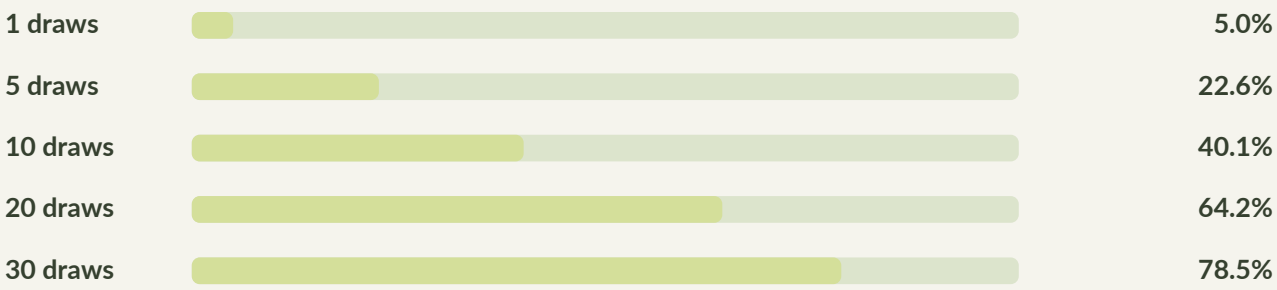
Combine structured human playtesting and simulator-assisted cases where appropriate.

05 **Tune & deliver**

Refine outliers, document decisions and prepare the next iteration.

ILLUSTRATIVE PACK PROBABILITY MODEL

Chance of at least one target card after independent eligible draws, at a hypothetical 5% rate per draw.



Example only; not client data. Real pack rules may change the distribution.

Test with players who understand the meta.

Independent competitive playtesting for physical and digital card games, from early prototypes to expansion-ready sets.

COMPETITIVE TESTER NETWORK

5+ professional & competitive playtesters

Access to experienced competitive testers, including players with national championship-level credentials. Tester selection is tailored to the game, format and project needs.

Tester credentials and availability are confirmed for each engagement.

EXPERIENCE ACROSS COMPETITIVE GAMES

- Yu-Gi-Oh!
- Pokémon TCG
- Digimon Card Game
- Magic: The Gathering
- Hearthstone
- Unmatched

WHAT WE TEST

01 **Competitive balance**
Matchups, dominant strategies, underused cards, counterplay and archetype viability.

02 **Rules & mechanics**
Ambiguities, edge cases, exploit potential, turn pacing and decision depth.

03 **Expansion readiness**
Power creep, new interactions, deck diversity and regression risks.

DELIVERABLES
Structured test logs / Matchup findings / Prioritized balance recommendations / Retest plan

Building original TCGs from the ground up.

Selected design experience spanning original game systems and physical IP adaptation.

OCTOWARS / ORIGINAL TCG

OctoWars

500+

Cards designed

Lead game design from concept through a large card library, with collection mechanics and competitive systems.

RULES & CARDS	Card concepts and abilities
COLLECT & COMPETE	Packs, ranking and matchmaking
PLAYTEST	Team coordination and balance iterations

ZEEDZ / PHYSICAL IP ADAPTATION

Zeedz TCG

Designed a physical TCG framework around an existing German consumer IP, translating digital concepts into tabletop mechanics.

- IP-to-tabletop translation and card taxonomy
- Rarity structure and booster pack design
- Collection planning and expansion roadmap

Selected scope of work; project details and additional examples available where shareable.

Across the collectible game lifecycle.

Additional experience in competitive balance, digital collections, tabletop development and original rules.

ORIGINAL TCG

OWL TCG

Established the original card-game concept, rules and collectible-system foundations in a Web3 context.

CARD SYSTEMS

LIFE TCG

Animal-themed trading card game with strategic card interactions, deckbuilding and iterative balance.

COMPETITIVE BALANCE

Confidential tactical CCG

Card and hero abilities, deck archetypes, matchup analysis and simulator-oriented testing.

COLLECTIBLE ECONOMY

ScoreStars

Rarity distribution, pack probabilities, duplicate sinks, upgrades and competitive rewards.

PHYSICAL PRODUCT

Epic Battles of History

Adapted a digital card-driven game concept into a physical tabletop format and playable rules.

BRANDED CARD GAME

Confidential brand commission

Created an original branded card game from scratch for a Japanese sleep-focused company.

Additional experience includes digital card battlers, gacha systems and physical card game prototypes. Confidential names and proprietary materials are omitted.

The right engagement for your next milestone.

From an independent design review to an embedded development partnership, scope is defined around your product stage.

01

Design & balance audit

For existing games or prototypes that need an independent diagnosis.

Typical output: Risk assessment, prioritized recommendations and a practical next-step plan.

02

Concept & prototype design

For publishers and IP owners exploring a new collectible game.

Typical output: Core rules, game identity, prototype card set and initial balance framework.

03

Complete TCG development

For studios building a new physical or digital collectible game.

Typical output: Rules, card systems, collection economy, models, playtest iterations and handoff.

04

Ongoing design partnership

For teams preparing expansions, competitive seasons or balance updates.

Typical output: Recurring design reviews, new set planning, tuning and systems leadership.

Engagements are scoped individually. Artwork, software development, manufacturing and distribution are separate from design unless explicitly agreed.

FOUNDER-LED INTERNATIONAL CONSULTING

Create a card game built for the long run.

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 · TCG & CCG systems · Collectible economies
International production experience · Design and playtest leadership

LET'S DISCUSS YOUR PROJECT

Tell us about your game or IP, 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

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Physical TCGs / Digital CCGs / IP adaptation / Competitive card games
Selected work and additional shareable examples available on request.