GAME COMPANION

Monkey's Finger Games

PROBLEM

- People are moving away from home console and PC

- Mobile gaming is growing stealing market from the other platforms

- Combine this two gaming worlds to maximize the best from every platftorms

VALUE

- Develop games that create traction and retention between games

- Creation of GAME ENVIRONMENT in which the players is always involved

- GAME COMPANIONS increase our revenues because the player tends to spend more time on our games.

GAME COMPANION

- Develop one game for the PC and one version of the same game on the mobile devices

- The game is both from the same universe

- Players will play the mobile version of the game when they can't access PC

- Players get rewarded for every progress they made on each platforms crossly

BUSINESS MODEL

- On mobile we plan to use the freemium

- Advertising

- In-App Purchase

- On Pc/Console we plan to develop paid version

- In app purchase from mobile can be transferred to PC/Console

GO TO MARKET

- Indie games studio spend a little for games that sells more

- We can create innovative games gameplay and content

- Indie games are seen as something special

- Help from Kickstarter and Steam Greenlight

- Good Marketing (screenshot, video teaser, keyword integration, youtubers)

- Incentivize users to leave review after they play (increase happy users review)

- Incentivize users with rewards

- Burst Campaign

COMPETITIVE ANALISYS

	LOW-COST PRODUCTION	CROSS-PLATFORM ACHIEVEMENTS	MULTI-PLATFORM DEVELOPMENT CAPABILITY
MONKEY'S FINGER GAMES	✔	✔	✔
BADSEED	✔	✘	✔
BLIZZARD	✘	✘	✔
VLAMBEER	✔	✘	✔
SANDBOX INTERACTIVE GMBH.	✘	✘	✘

TEAM

- Alessandro Martire – CEO

  As a computer engineer, his role is to manage the general aspect of the games and think how to monetize and marketing a game.

- Carmine Gissi – Creative Director

  He manage the artistic aspect of the games and he is always searching for the better visual experience.

- Nicola Filannino – Lead Developer

  With great programming skills and variety in languages he know always the best way to optimize everything.

FINANCIAL

# CURRENT STATUS

INDEPENDANT GAME STUDIO

- We already developed Last Lie, a mobile game with more than 50K downloads that win a slot to Mobile Premier Awards 2016 and has been guest of INTEL at Mobile World Congress 2016

GAME COMPANION

- We already developed a prototype of a simple game for test the GAME COMPANION idea between mobile and Pc games.

- We tested the GAME COMPANION prototype with 50 people collecting reviews.

- People was really interested and want to know when the games will came out.

TIMELINE

- We plan to develop innovative mobile games with a six weeks deadline.
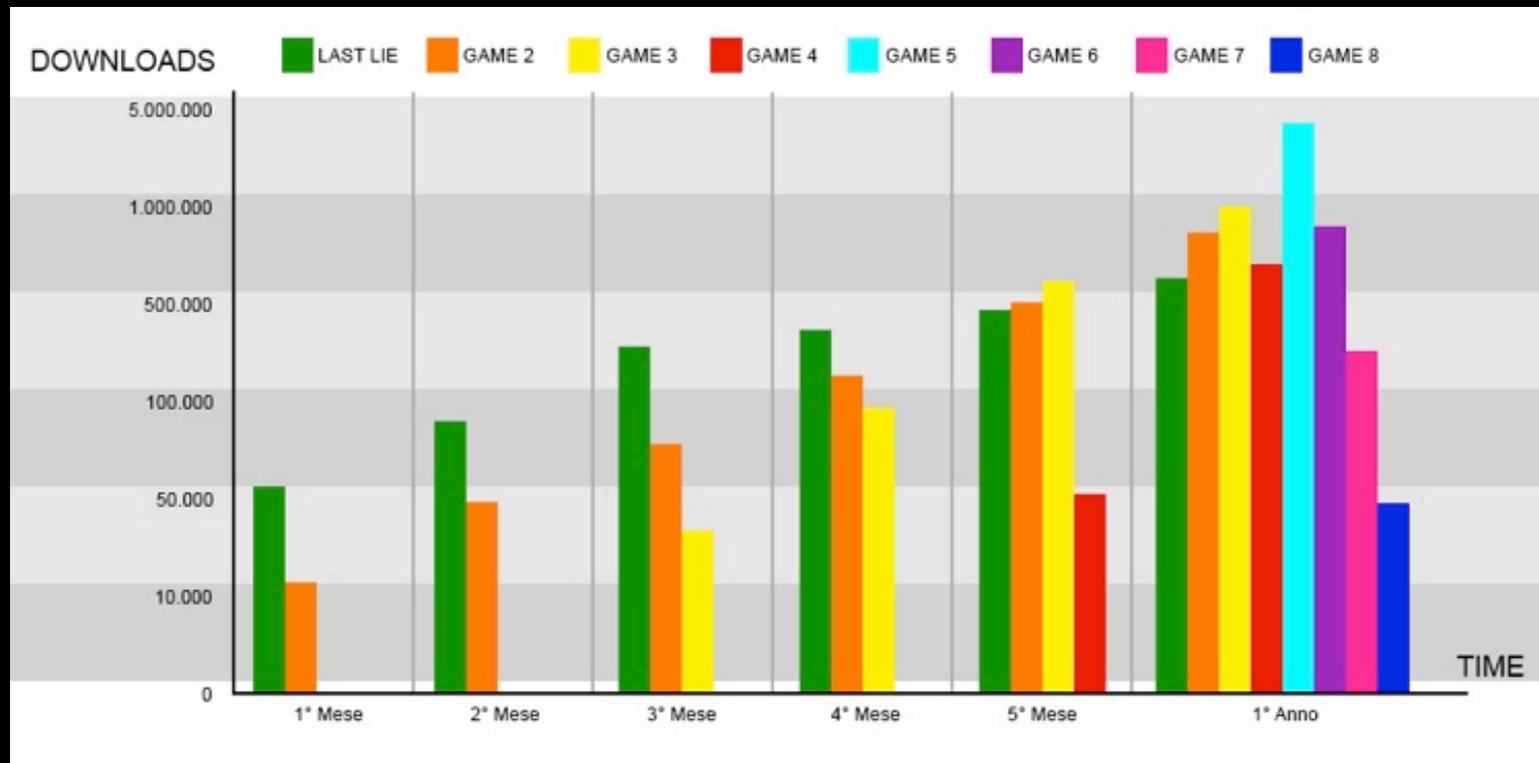
USE OF FOUNDS

- We plan to move on a zero salary approach for us

COSTS

- Equipment and licensing

- Marketing costs (e.g. events, ads)

- Hosting and CDN costs

- Freelance costs (e.g. music, sfx, voice acting)

THANKS

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