



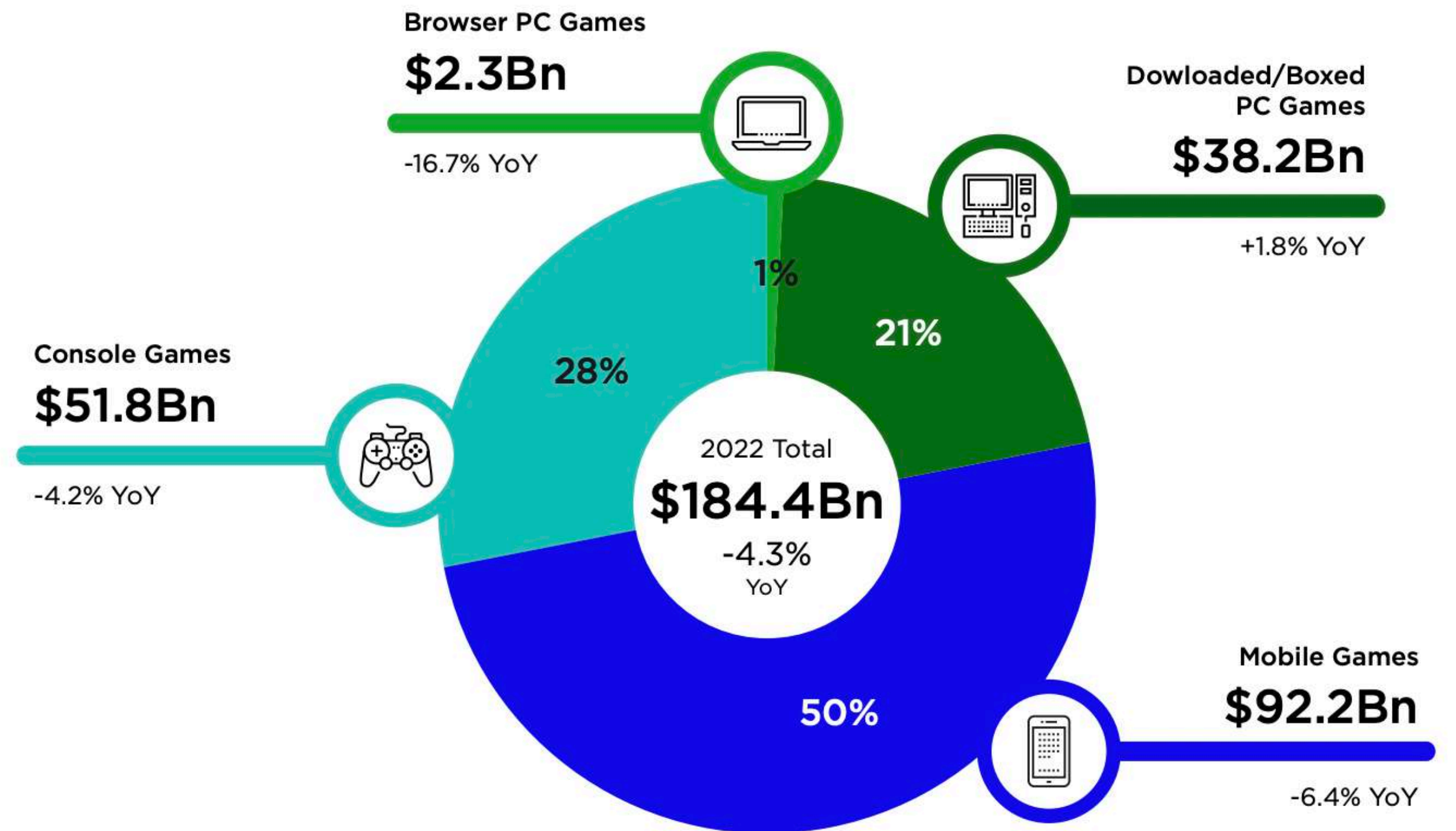
playstric[®]
Gaming Growth Platform

MARKET SIZE & PERSPECTIVE OF MOBILE DOMINATION



\$92,2Bn

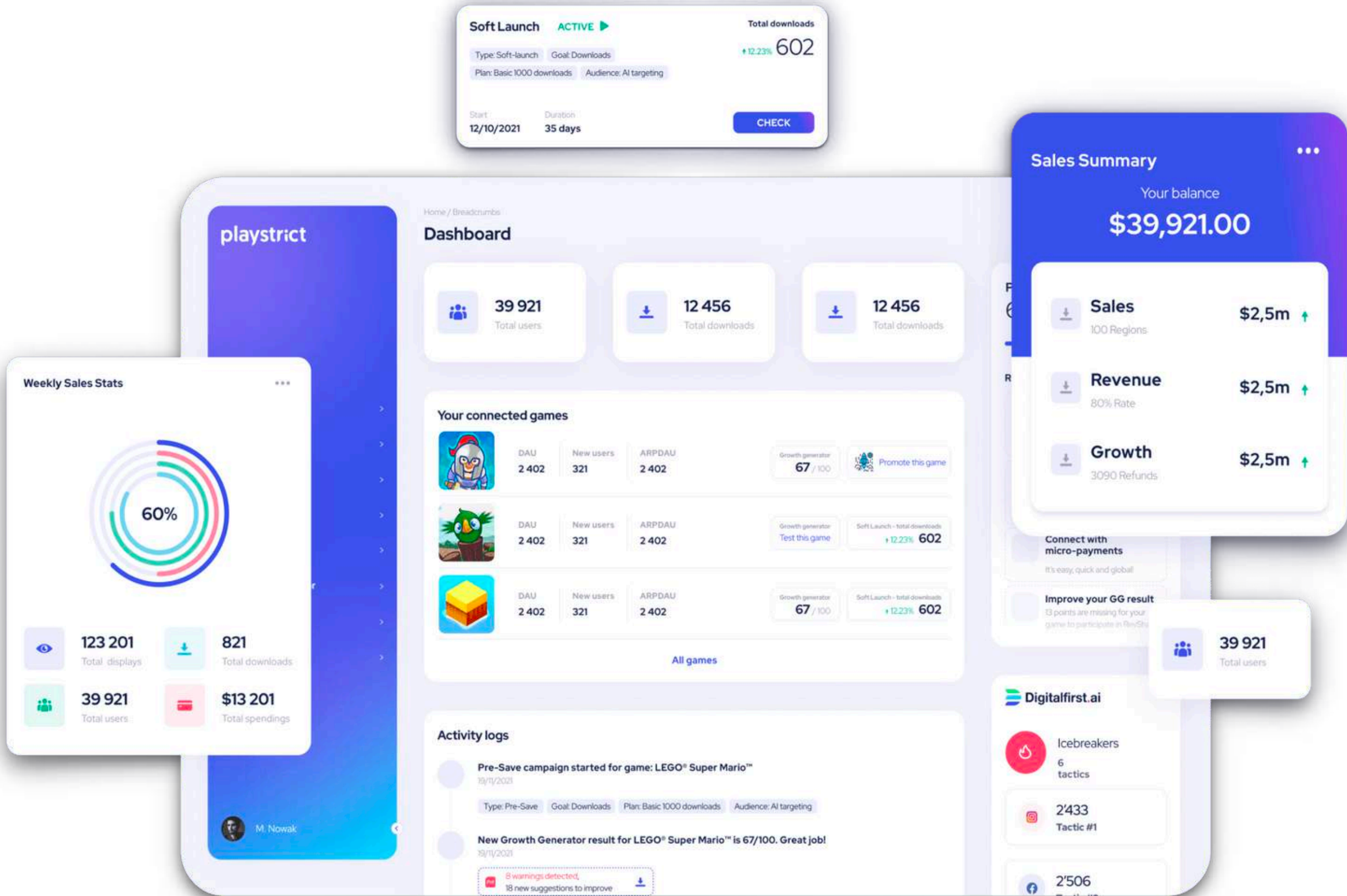
Mobile gaming revenue to account for 50% of the global market in 2022



INDIE GAME DEV CUSTOMER NEEDS

85%

OF GAME STUDIOS
SELF-PUBLISHED THEIR OWN GAMES



Source: <https://pollen.vc/blog/rip-mobile-games-publishing/>

INDIE GAME DEV
CUSTOMER NEEDS



- **SELF-PUBLISHING** IS ESSENTIAL FOR M&A SUCCESS
- **SELF-PUBLISHING** HAS BECOME THE DOMINANT BUSINESS MODEL FOR GAMING STUDIOS OVER THE LAST FEW YEARS

MEET OUR CUSTOMERS

INDIE GAME DEVELOPERS



CHALLENGES THEY FACE:

- **CREATING EFFECTIVE** MONETIZATION MODEL
- **ANALYSIS** OF THE ACTIVITIES PERFORMED
- **QUALITY MARKETING ACTIVITIES**
- **NEED TO HAVE A SIGNIFICANT** MARKETING BUDGET TO PROMOTE THE TITLE
- **MARKETING AUTOMATION**
- **GOOD USER ACQUISITION STRATEGY**
- **SALES FUNNELS**

OLD METHOD

HIRING
INFLUENCERS

FINDING RIGHT
MARKETING AGENCY

CREATING STRATEGY FOR
LIVE-OPS

CREATE
BRIEF SETUP
ANALYTICS TOOL

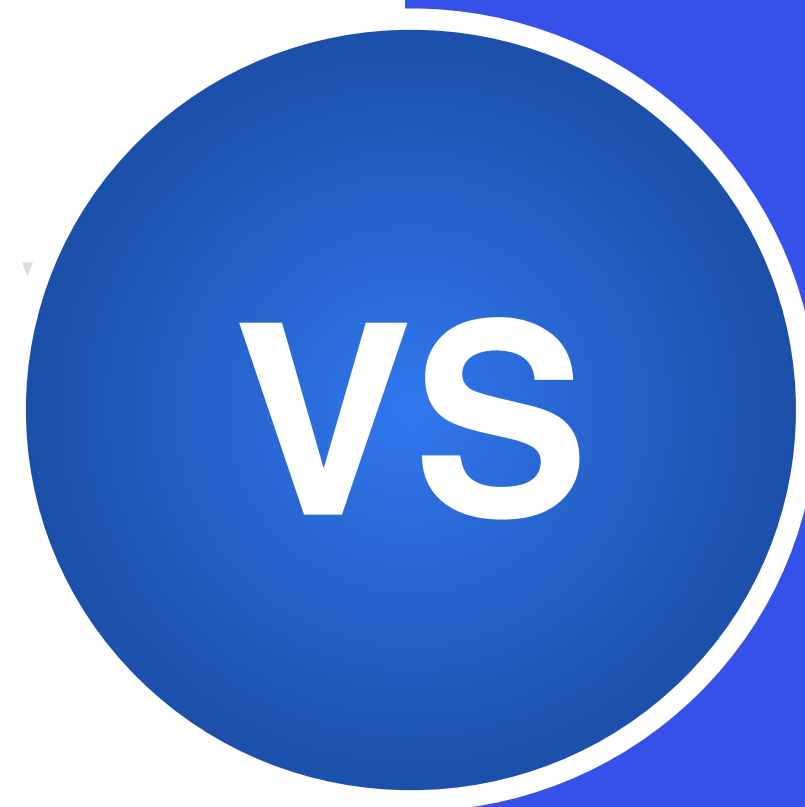
BUILD A
COMMUNITY

FUNDRAISING
CHOOSE
SOFT LAUNCH MARKETS

CREATING
MONETIZATION STRATEGY

HIRE
COPYWRITERS

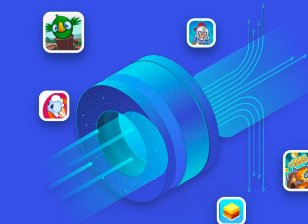
IDEA
VALIDATION



PLAYSTRICT APPROACH



GAME UPLOAD TO MARKETPLACE



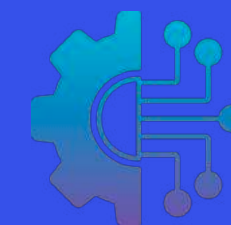
GAME CHECKER | GAME VALIDATION



DIGITAL STRATEGY RECOMMENDATIONS WITH AI



CREATING TACTICS, FUNNELS & SMART CONTENT, EASILY!



CREATING GENERATIVE AI CONTENT (GRAPHICS, COPYWRITING)



CAMPAIGN MANAGER | UA CAMPAIGNS

PLAYSTRICT
SELF PUBLISHING PLATFORM

1



GAME CHECKER | GAME VALIDATION

2



MARKETING STRATEGY | GENERATIVE AI

3

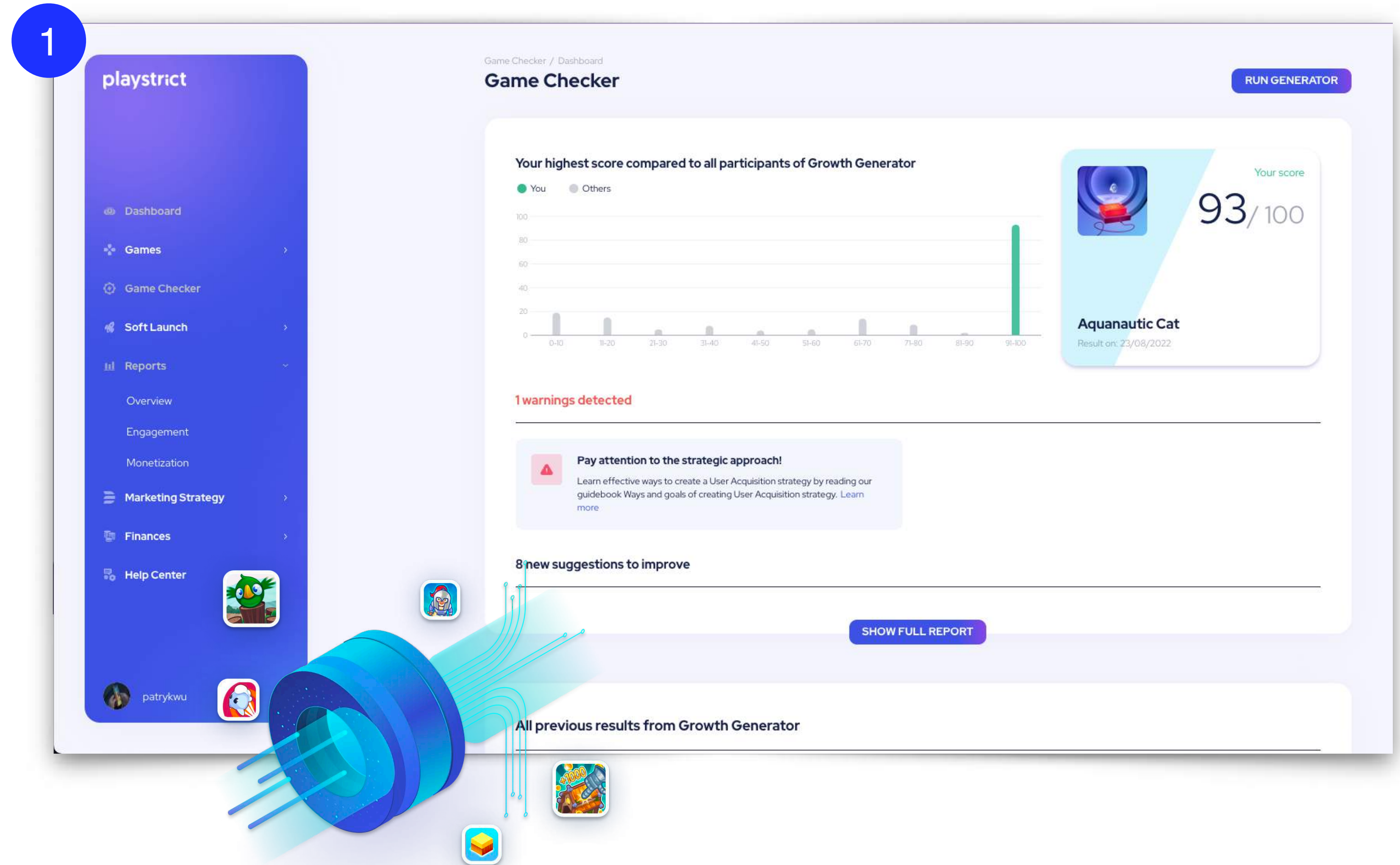


CAMPAIGN MANAGER | UA CAMPAIGNS

PLAYSTRICT SELF PUBLISHING PLATFORM

GAME CHECKER | GAME VALIDATION

- Instant market validation
- Suggestions for further development
- Drawing attention to the next steps that need to be taken



PLAYSTRICT SELF PUBLISHING PLATFORM

2

MARKETING STRATEGY | GENERATIVE AI

- Digital strategy recommendations
- Marketing tactics
- Live-Ops tactics
- Sales Funnels generator

The screenshot displays the Playstrict interface for a mobile game. The main area is titled "SL game" and shows a funnel with four stages: Icebreaker, Cheeseburger, Main Product, and Upsell. Each stage has a set of metrics (Tactics, Activities, Assets) and a list of marketing tactics. The Icebreaker stage includes "Viral video Tik Tok" and "User Acquisition via social media". The Cheeseburger stage includes "7 dniowy darmowy trial + 200 monet". The Main Product stage includes "Game Soft Launch". The Upsell stage includes "Performing an A/B test for live-ops", "Remarketing segmentation", and "Promotion in someone else's podcast". The interface also features a sidebar with navigation options like Dashboard, Games, Game checker, Soft Launch, Reports, DigitalFirst.ai, All Funnels, Tactics, My Tactics, Finances, and Help Center. A user profile for "patrykwu" is visible in the bottom left. An illustration at the bottom right shows a person sitting on a large smartphone, surrounded by social media icons and a megaphone.

PLAYSTRICT SELF PUBLISHING PLATFORM

3

CAMPAIGN MANAGER | UA CAMPAIGNS

- Variety of campaigns devs can setup on their own.
- 3 types of campaign are: Pre-Save, Soft Launch, Boost Game.
- Global ad networks partnership

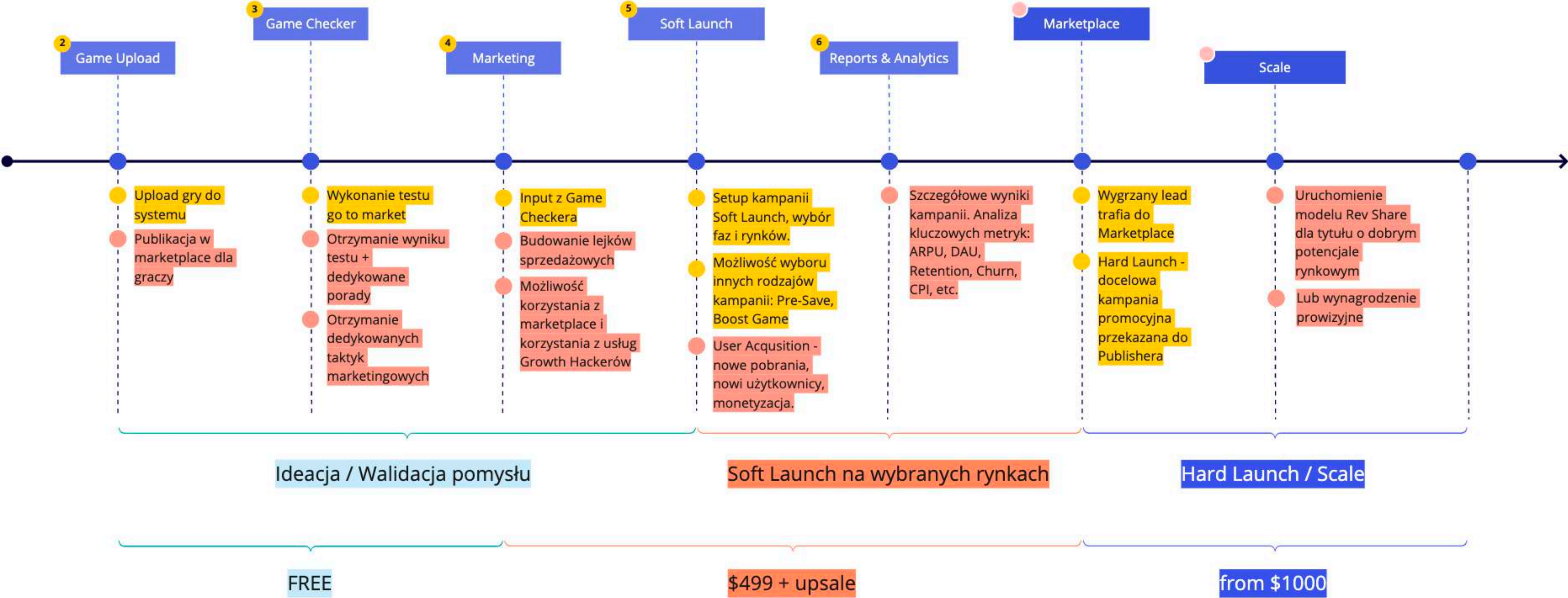
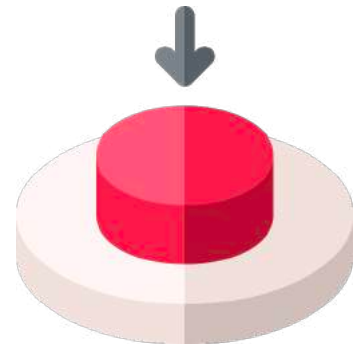
The screenshot displays the Playstrict Campaign Manager interface. On the left is a navigation sidebar with the following menu items: Dashboard, Games, Game Checker, Soft Launch, Your campaigns, New campaign, Reports, Marketing Strategy, Finances, and Help Center. The main content area shows a list of campaigns for 'Control Game'. The first campaign is in a 'DURING VALUATION' state with a budget of \$202.00. The second is in a 'WAITING FOR PAYMENT' state with a budget of \$202.00. The third is in a 'REJECTED' state with a budget of \$5,063.24. A central modal window displays a grid of ad network logos, including 33across, Adap.TV, AD COLONY, adjust, Adobe, AD YOU LIKE, Aol., APPLOVIN, BEACHFRONT, BID SWITCH, CATALINA, comscore, Connatix, and criteo.

PLAYSTRICT PLATFORM

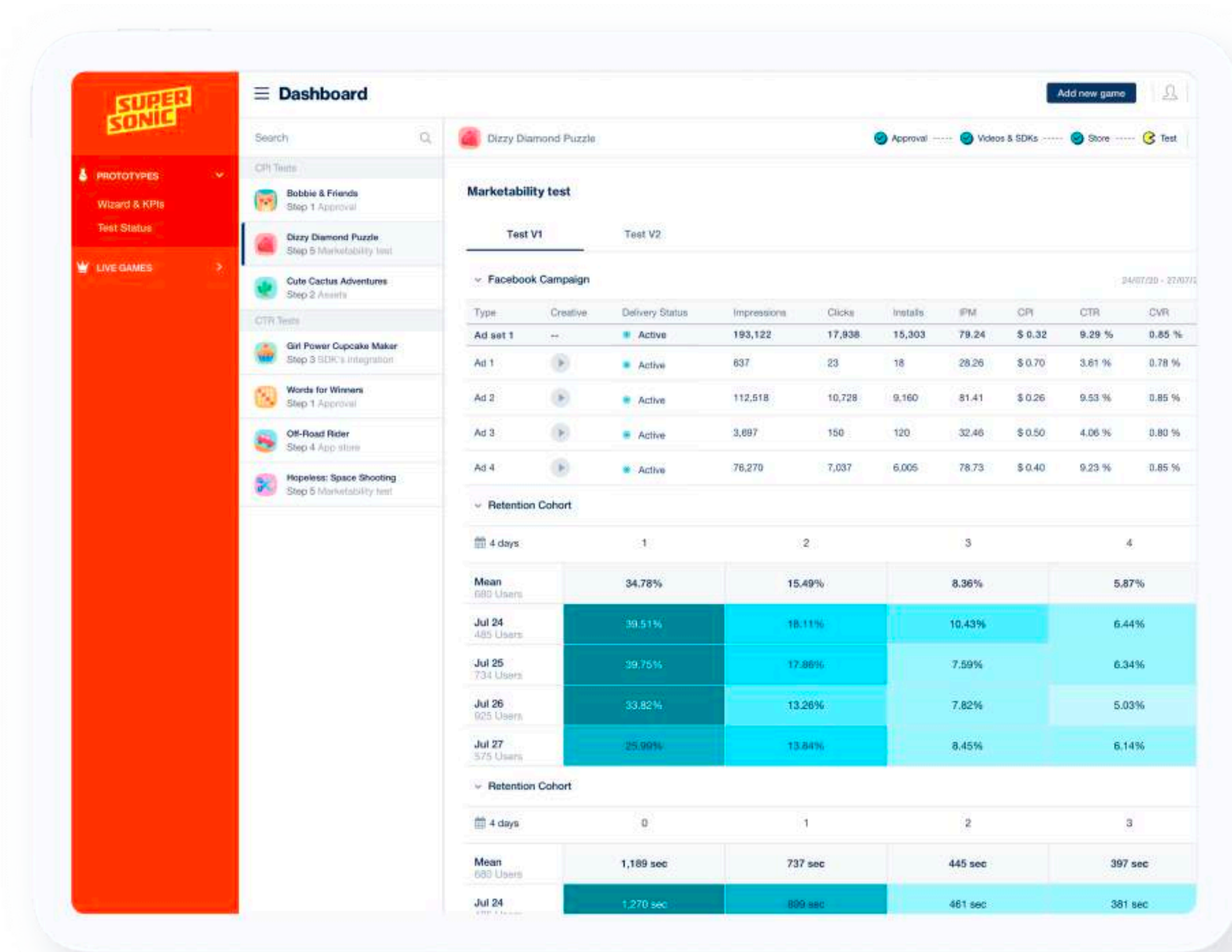
USE CASE: GAME DEV

Use case for user: Game Dev

[CLICK FOR HI-RES](#)



OUR COMPETITORS



kwalee™

SUPER SONIC

Voodoo

playstrict®

THE SOLUTION



SELF PUBLISHING WITH PLAYSTRICT

SUBSCRIPTION
100% REVENUE
IP OWNERSHIP

VS



KWALEE
VOODOO
SUPER SCALE

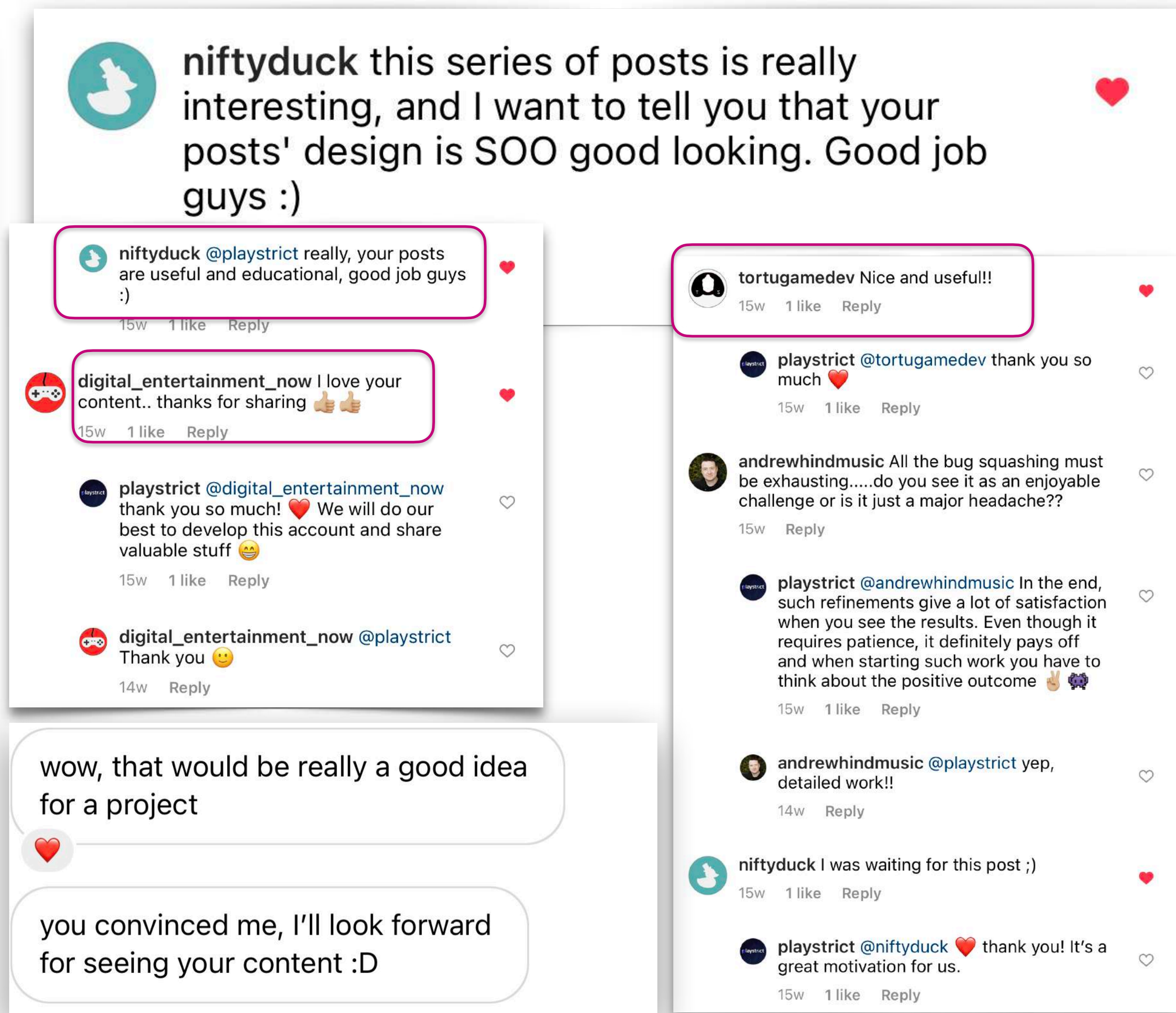
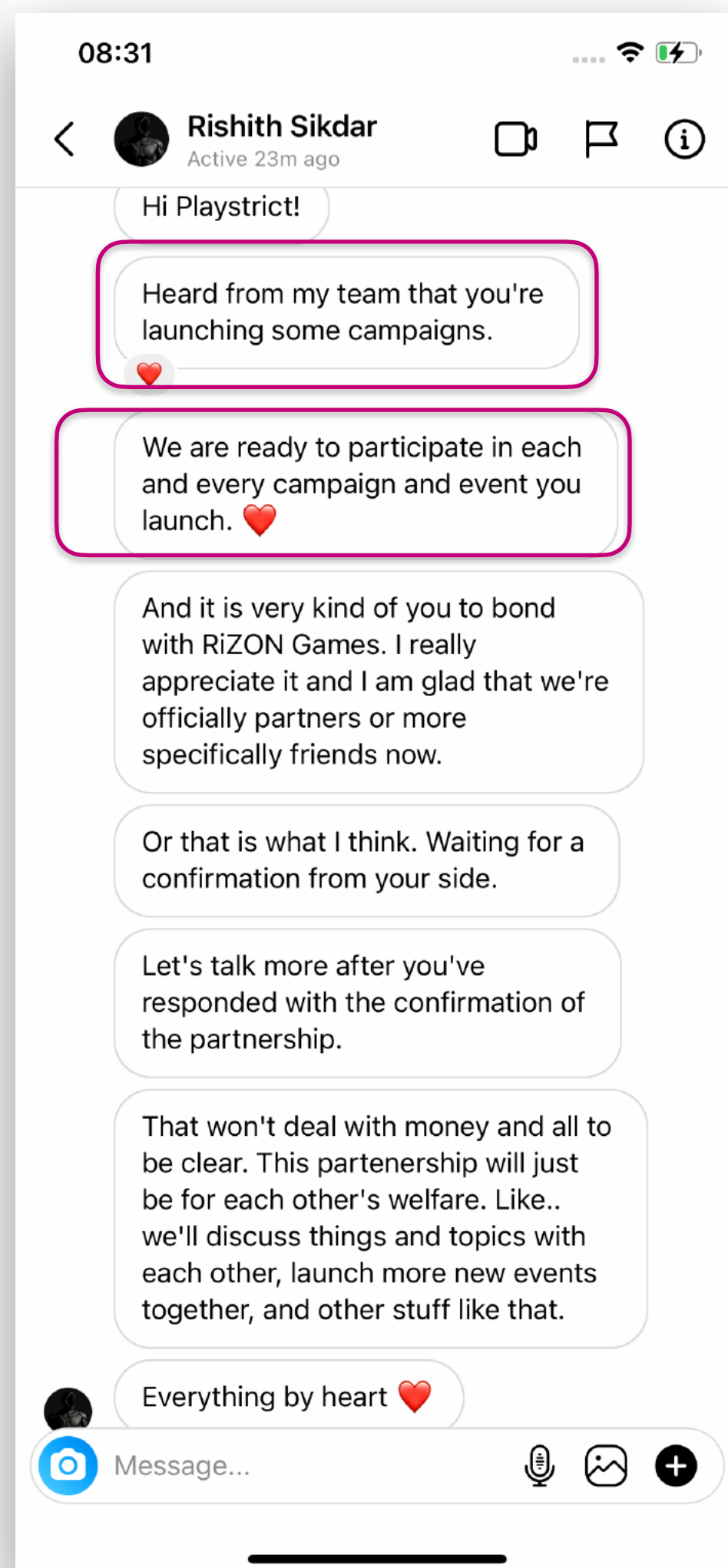
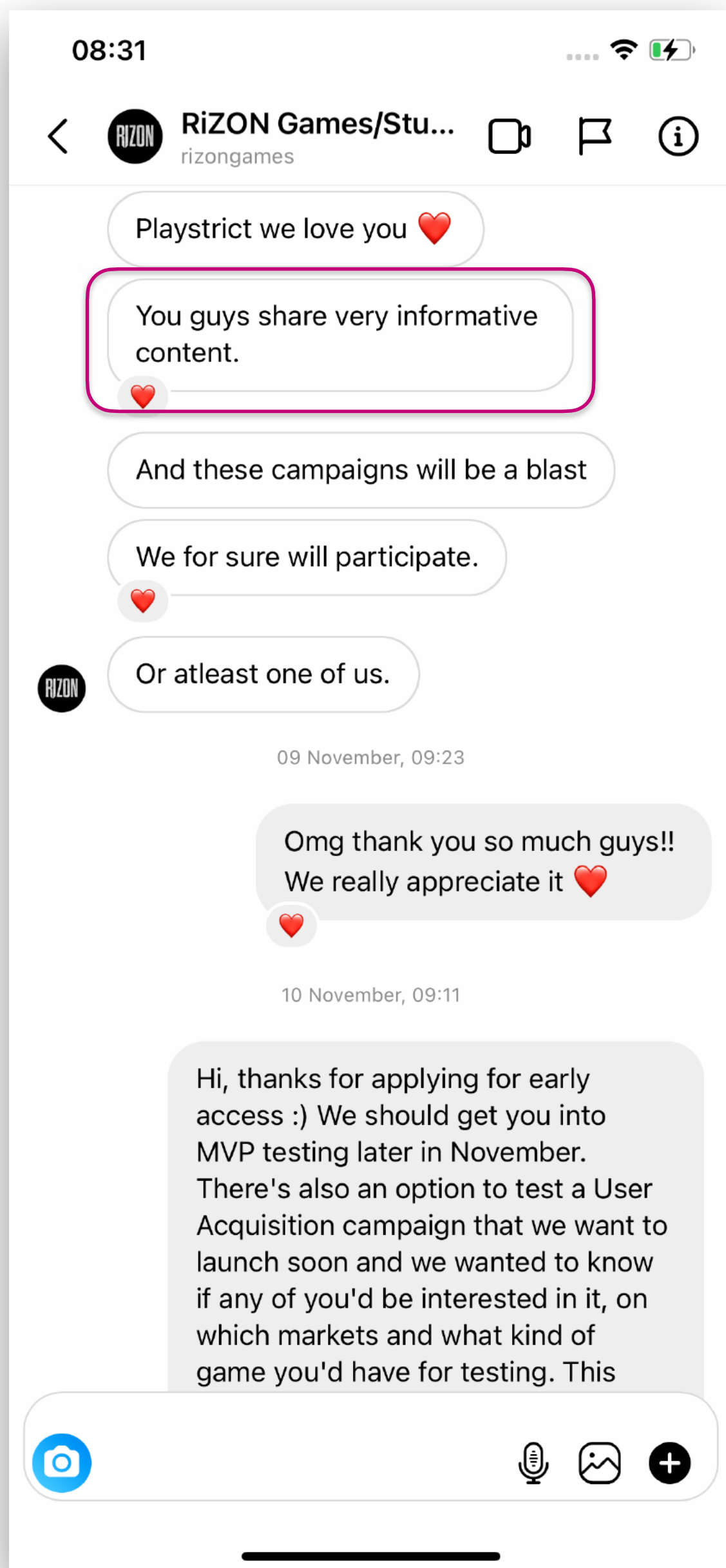
60/40 REV SHARE
NO IP OWNERSHIP

BUSINESS MODEL

SOFTWARE AS A SERVICE

| | | |
|--|--|---|
| <p>BASIC</p> <p>\$0</p> <ul style="list-style-type: none">✓ Dashboard✓ Game upload to marketplace✓ Soft Launch✓ Game Checker Basic✓ Help Center <p>GET STARTED NOW</p> | <p>BEST OPTION</p> <p>PRO</p> <p>\$499</p> <ul style="list-style-type: none">✓ Dashboard✓ Game upload to marketplace✓ Soft Launch✓ Reports & Analytics✓ Finances & Rev Share✓ Game Checker Pro✓ Marketing AI✓ Help Center <p>GET STARTED NOW</p> <p>The most popular plan that allows you to prepare and execute a marketing strategy for your game.</p> | <p>ADVANCED</p> <p>\$999</p> <ul style="list-style-type: none">✓ Game upload to marketplace✓ Soft Launch - guaranteed downloads✓ Advanced Reports & Analytics✓ Game Checker Pro✓ Advanced Marketing AI <p>GET STARTED NOW</p> |
|--|--|---|

GAME DEVS ABOUT PLAYSTRICT



Self Publishing Platform case study



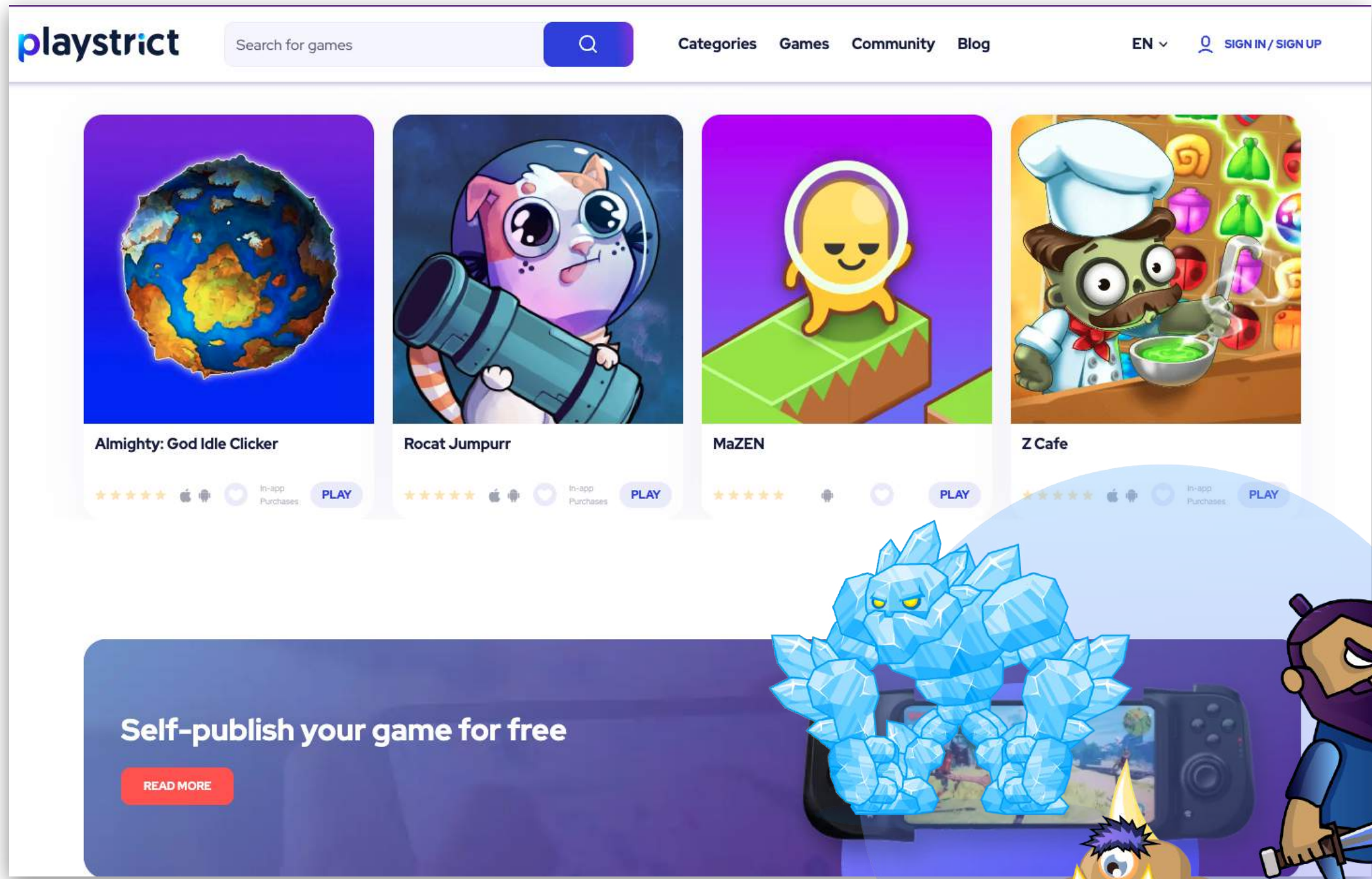
160

Game Dev users

70

Game Checker tests

Self Publishing Platform case study



27

Games in marketplace

Fundraising

The ask



Pre-seed

\$250k remaining

\$250k secured by





playstrict[®]
Gaming Growth Platform

Thanks!