

# GameApart

Virtual Teambuilding and Gaming Platform



# AT WORK



# AT HOME

**TEAM MEETINGS  
HAVE MOVED TO  
VIDEO CALLS**



**51%**

of global knowledge workers will **work remote** by the end of **2022**, up 27% from **2019**

\*According to Gartner



**MORE & MORE SOCIAL  
INTERACTIONS HAVE  
MOVED ONLINE TOO**



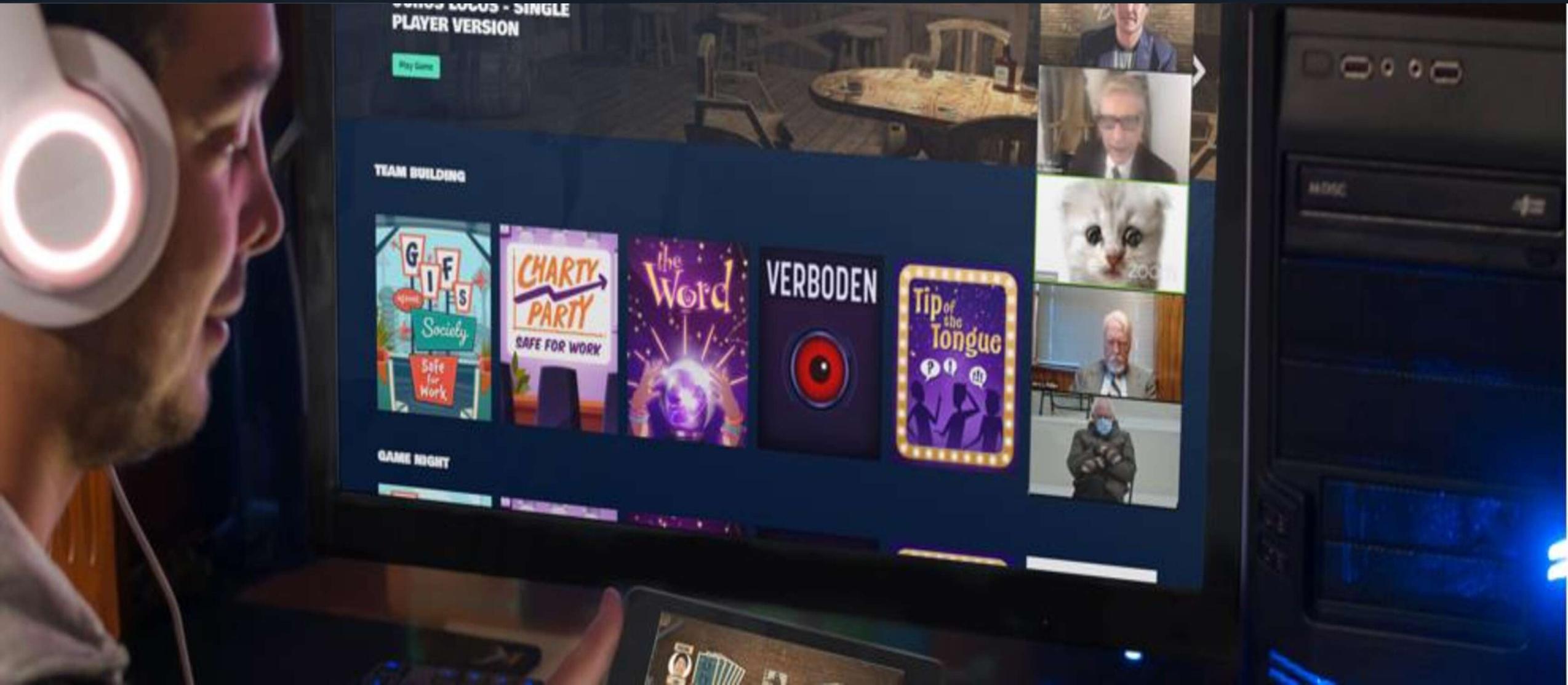
**81%**

of people have been on a virtual hangout **in the last 90 days**

\*In-House Study

**VIRTUAL HANGOUTS AND MEETINGS ARE GETTING OLD**

We need a platform to keep online interaction fun without diminishing the **communication, connection, and bonding** of in person events



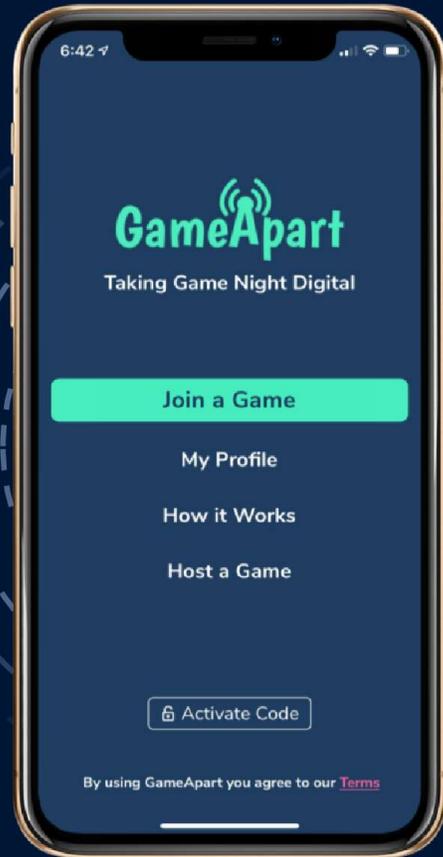
# WE'VE BUILT THE PLATFORM

## A TWO-SIDED MARKETPLACE

### GAME MAKERS (CONTENT PARTNERS)



TARGETTED  
ORIGINAL  
CONTENT



### USERS

- Digital Natives
- Remote Workers
- Distant Friends & Family



## OUR EARLY TRACTION:

### BUILT PLATFORM

- Available in the market (iOS + Android)
- Perfected the game creation process
- 8 games live (2 in development)
- Integrations to popular platforms (Zoom, etc.)

### ACQUIRED CONTENT PARTNERS

- Closed 5 game partners
- Developed partnership model
- Building cross-marketing capability
- At capacity (12 month backlog)

### EARLY USERS

- 10,000 sign-ups
- 71% activation (play a game) rate
- \$2.15/sign-up

# PEOPLE LOVE IT



 Google Play Rating  
4.6 ★★★★★

★★★★★  
Love the gifs on Gifs Against Humanity! Super fun variety of games and easy to play.

Posted on  
 Google Play

 **Lindsay Williams**  
January 8

 Product Hunt  
#2 Product of the Day

 App Store Rating  
4.6 ★★★★★

 **pgcus**  
★★★★★  
October 13, 2020

**Great game to play with friends!**  
I had the pleasure of trying out this game with a group of friends during a twitch stream. The available games are so fun and I felt like everyone was over at my house for a game night. I'm excited for the upcoming games and to keep playing with my friends and fam!

Posted on  
 Apple App Store

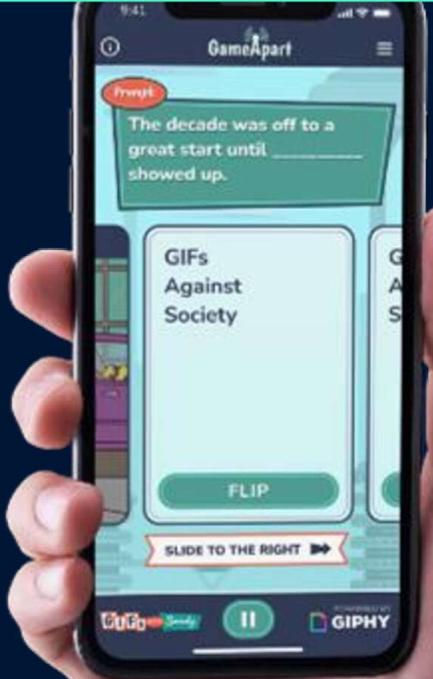
# HOW IT WORKS

Infinitely flexible platform that focuses attention on engagement and interaction



Web-based “tabletop” shared over any video conferencing platform and provides a public view everyone can see

Mobile app acts as each player’s hand or controller



\*Patent Pending

# OUR VISION



## ● TODAY

An app for casual games in a virtual hangout, teambuilding meeting, or happy hour



## ● TOMORROW

A social network that works seamlessly within business & consumer ecosystems to facilitate connection: together or remote



## ● AFTER THAT

An immersive platform where physical and virtual interactions—both work and social—seamlessly come together in a way that preserves the intimacy and connection of sitting around a table regardless of where people are

# THE MARKET

**B2B**

US Working Age Population

**205M**

US Workforce

**157M**

53%  
working remote some or all of  
the time by 2022

$157M \times 53\% =$

**83M**

SERVICEABLE  
USERS

Combined  
Opportunity

**ARPU \$22.00**

$(\$22.00 \times 83M = \$1.8B)$

**\$2.1 - \$3.9B**

Serviceable  
Available Market

**ARPU \$12.32**

$(\$12.32 \times 169M = \$2.1B)$

**B2C**

US Smartphone Users

**260.2M**

81%  
have participated in a virtual hang  
out as of March 2021

$260.2M \times 81\% =$

**211M**

80%  
want to play games over  
a virtual hang out

$211M \times 80\% =$

**169M**

SERVICEABLE  
USERS

# COMPETITIVE LANDSCAPE

## Multi-Game



Multi-game platforms  
developing their own titles

**Win On Content & Access**  
Licensing deals with major  
game brands = rich IP and user  
loyalty

## One Off



Hyper focused on one good  
game or activity

**From Competitor to Partner**  
Can build their game on  
GameApart platform

## Service



A virtual game or team  
building service i.e. host a  
custom trivia session

**From Competitor to Partner**  
Can host their service on  
GameApart platform

**GameApart**

# OUR KEY DIFFERENTIATORS

JOIN NOW



Scan this code

or

Enter this code



## PLATFORM

Our scalable technology works on any video conferencing or collaboration system (with integrations to several) and supports rapid development and hosting of games and virtual activities

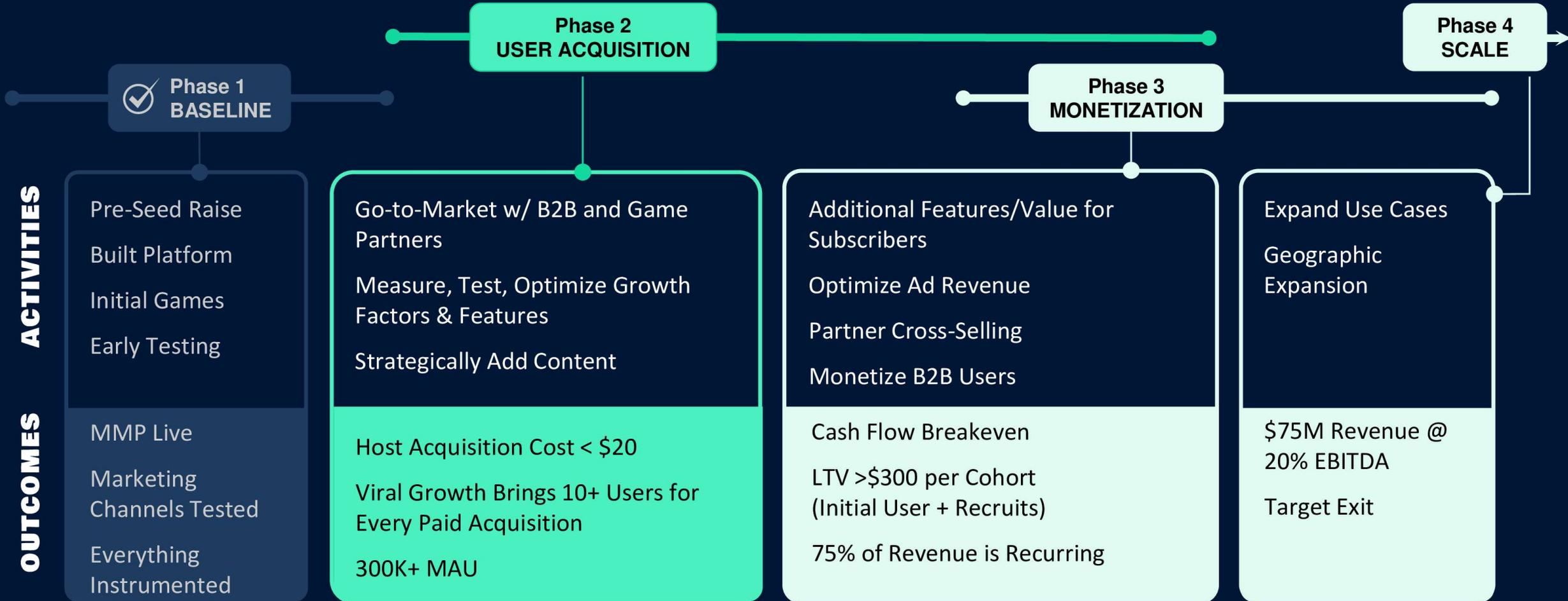
## PARTNERSHIPS

We are the only “games over Zoom” play on the market licensing and building out popular party games from independent game makers.

## PLAYABILITY

Unlike most competitors, our platform works IN PERSON, VIRTUALLY, and in a mix of both.

# THE PLAN



These projections are not guaranteed

# BUSINESS MODEL

## INITIAL FOCUS

**B2B**

**WE ACQUIRE ACCOUNTS**

B2B sales process

**WE MONETIZE ALL USERS**

SaaS Subscription (\$2/user/mo.)

**B2B USERS HOST GAMES WITH FRIENDS & FAMILY**

Viral acquisition thru consumers

## LONGER TERM GROWTH

**B2C**

**WE ACQUIRE HOSTS**

Multiple acquisition channels  
Loss leaders

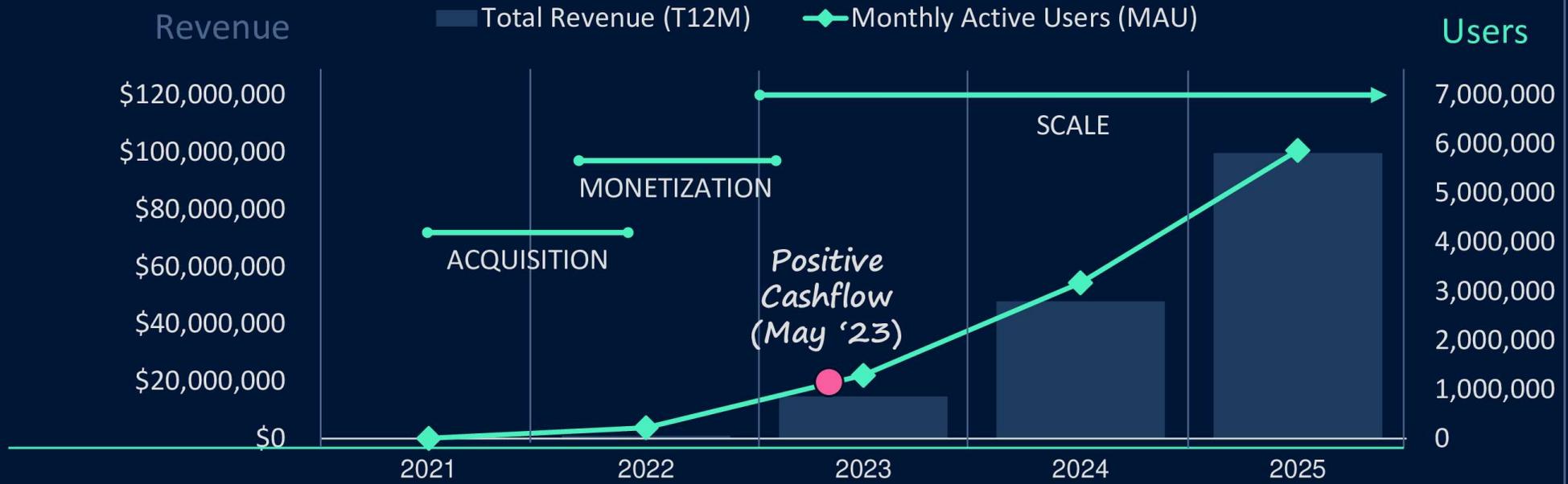
**HOSTS RECRUIT PLAYERS**

Viral acquisition model

**WE MONETIZE HOSTS AND PLAYERS**

Monetize through ads or low-cost subscription (\$12/year)

# FINANCIAL PLAN



	2021	2022	2023	2024	2025
Monthly Active Users	7,026	221,900	1,287,796	3,169,705	5,863,908
Total Revenue	\$3,363	\$957,635	\$14,717,285	\$47,888,236	\$99,598,091
Cost of Sales	\$68,196	\$844,950	\$10,408,780	\$31,227,221	\$64,319,399
G&A	\$734,839	\$1,838,604	\$3,549,766	\$5,895,822	\$7,688,456
EBITDA	(\$799,672)	(\$1,725,918)	\$758,738	\$10,765,192	\$27,590,234

# THE TEAM

## LEADERSHIP TEAM



**James Simmons**  
Founder & CEO

- Experienced startup exec (CEO & CTO)
- CTO then CEO @ Everyone Counts (E1C)
- Sold E1C to Votem in 2018 (M&A Advisor's "Corporate/Strategic Deal of the Year")
- Head of Engineering @ LegalZoom
- Advisor to multiple startups on product dev and scaling



**Justin Simmons**  
Co-Founder & CTO

- Gaming industry experience / avid gamer
- Multiple Master's in Eng. (USC and Portland State)
- Worked the Disney/Fox merger
- Data & analytics rock star



**Lee Bellon**  
CMO

- Prior founder
- VP Marketing & Product Experience @ Deem
- Marketing and growth focused



**Bill Kuncz**  
CFO

- San Diego CFO of the Year
- Founding CFO @ GreatCall
- CFO @ AutoVitals

FRACTIONAL

## IN-HOUSE TEAM



Marketing Manager   Game Producer



Software Developer



Designer

## CONTRACT TEAM



Platform Development



Game Design/ Art



Quality



Creative Writing



DevOps



Marketing Tech

## ADVISORS



**Ryan Linton**  
Formerly CEO @ Betable,  
VP Revenue Ops @ Zynga



**Steve Barnes**  
Founder & CEO  
Neddy Games



**Adrian Walters**  
CEO @ Prodo Group  
(Social/Digital Agency)

- Jacob ★ 2 ×
- Annette ×
- Greg 2 ×
- Ralph ×
- Jorge ×
- Eduardo ×
- Stella ×
- Jenny ×
- Jorge ×
- John ×

The most exciting thing about GameApart is \_\_\_\_\_.



Thank you!

PASS

LET'S DO IT!