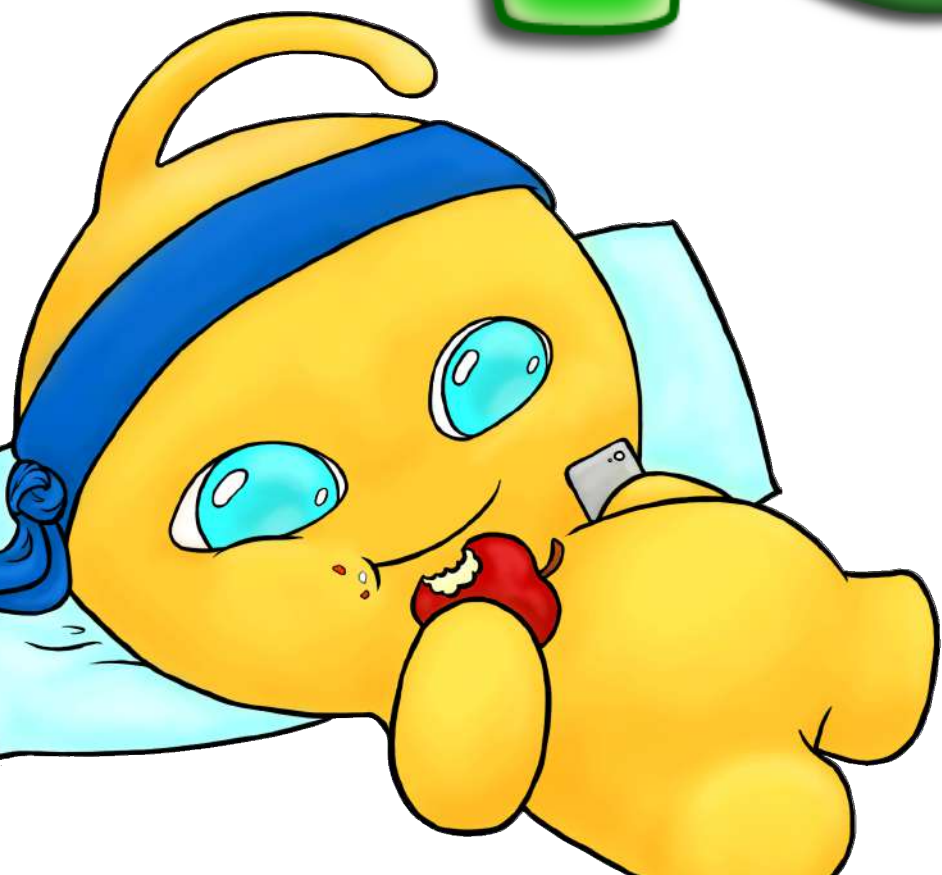


NORB

TUBEZ

Zelgor's first  
mobile game



## The Problem

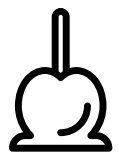
# Most phone games are “barely fun”

# 66%

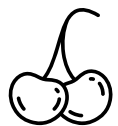
of mobile gamers quit playing within the first 24 hours



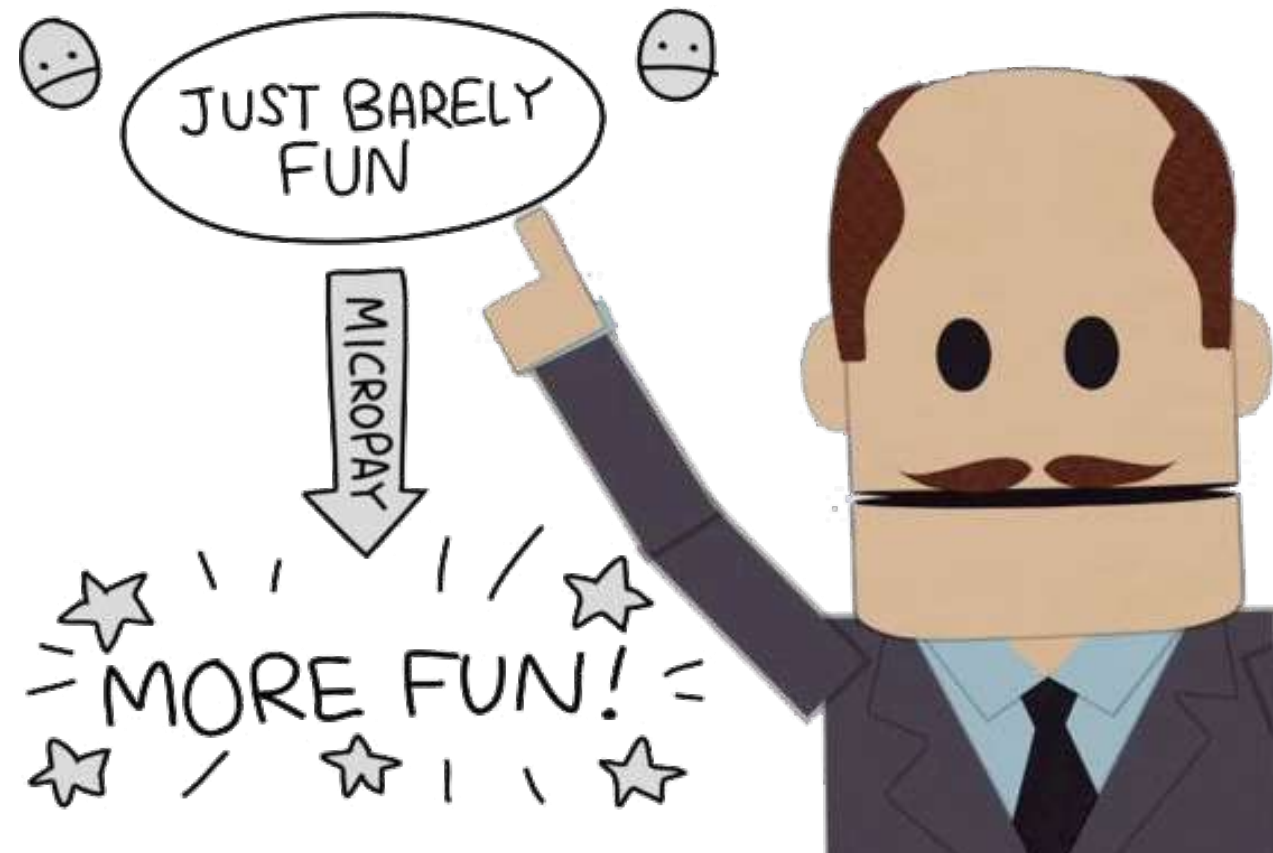
Most game's aren't fun at first, but promise to be more fun if you pay



It's not because of the phone

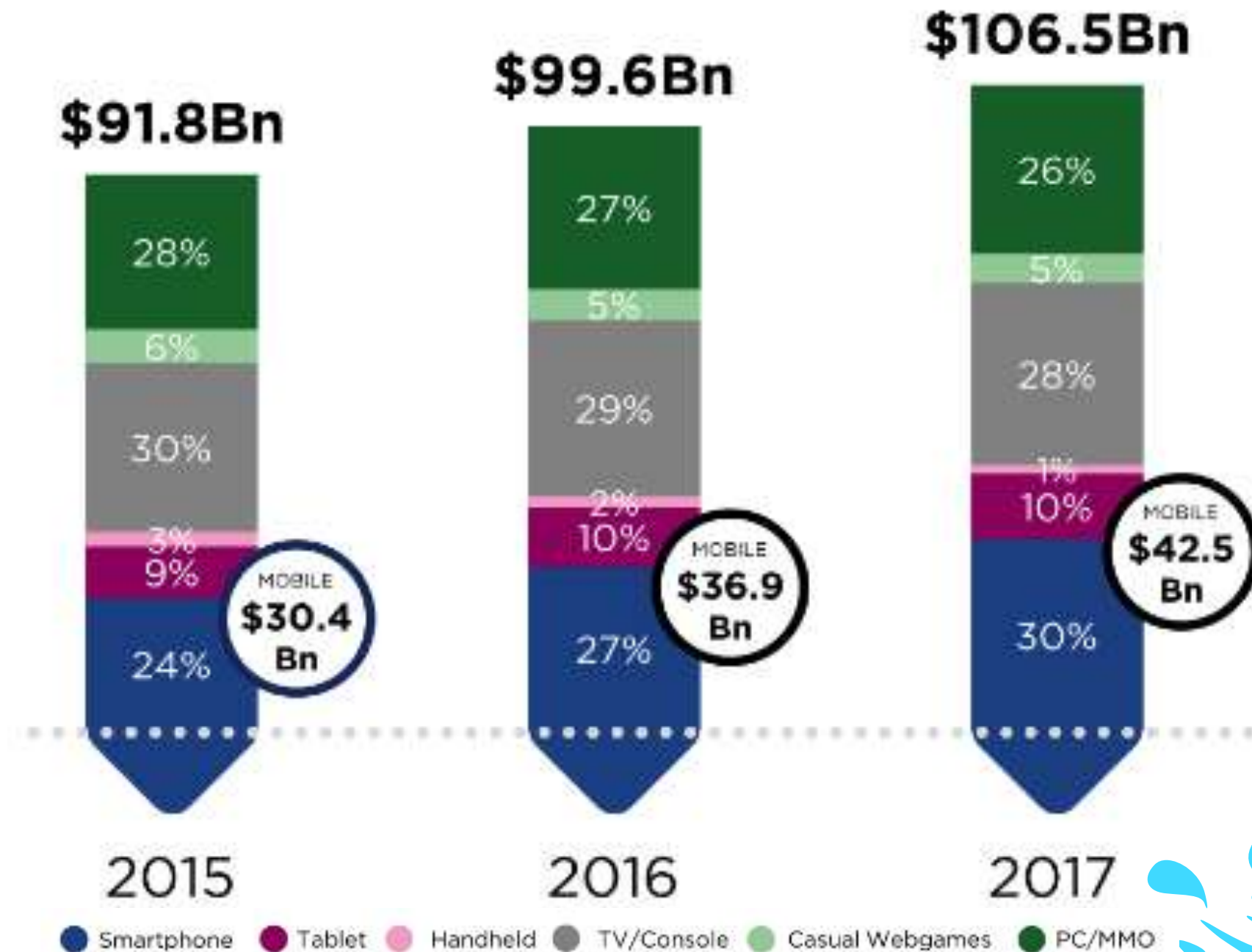


Few games integrate new technology



# Market Opportunity

The mobile game space is a 36.9 billion dollar industry, with games like Pokemon Go making \$6 million per day





# Building Better Games

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Successful games need **three key** elements:



Unique Feel



Excellent Game Structure



Discoverability



"All the best games are easy to learn and difficult to master."

Nolan Bushnell -- Founder of Atari

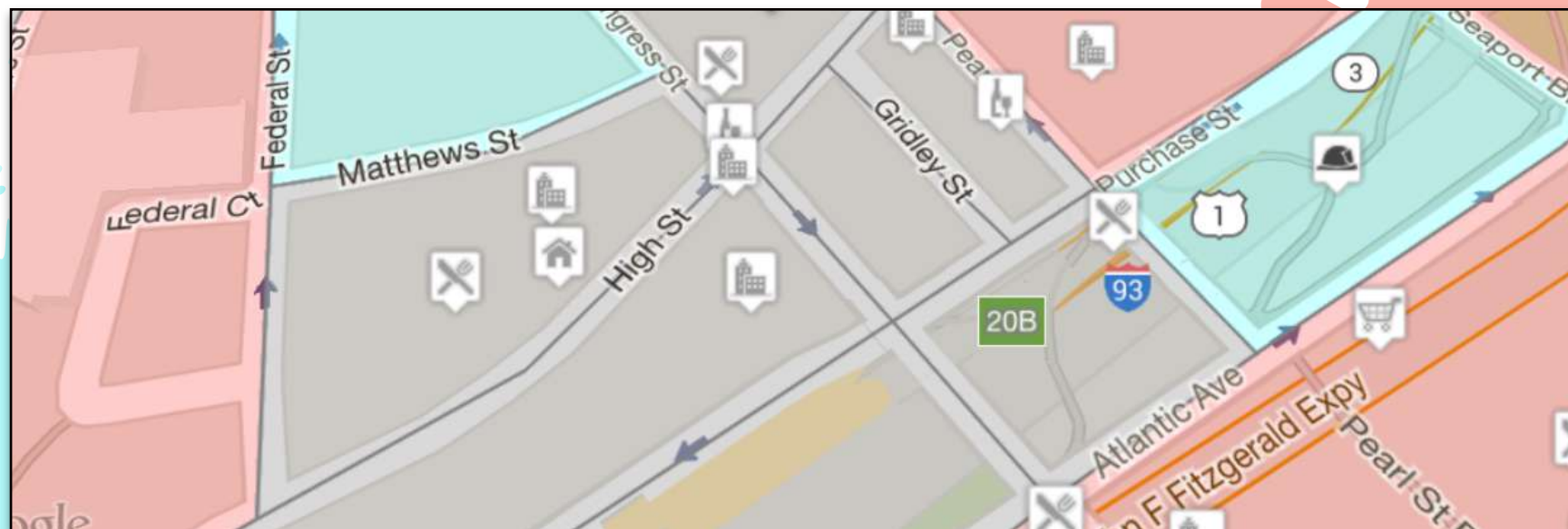
# Powering NoobTubez

## We're Using the Zelgor Platform to build NoobTubez

 A mobile platform that turns the real world map into a board game

 Creates clickable territories and locations all over the globe

 GoogleMaps SDK, Unity 3D, foursquare



# Opportunities

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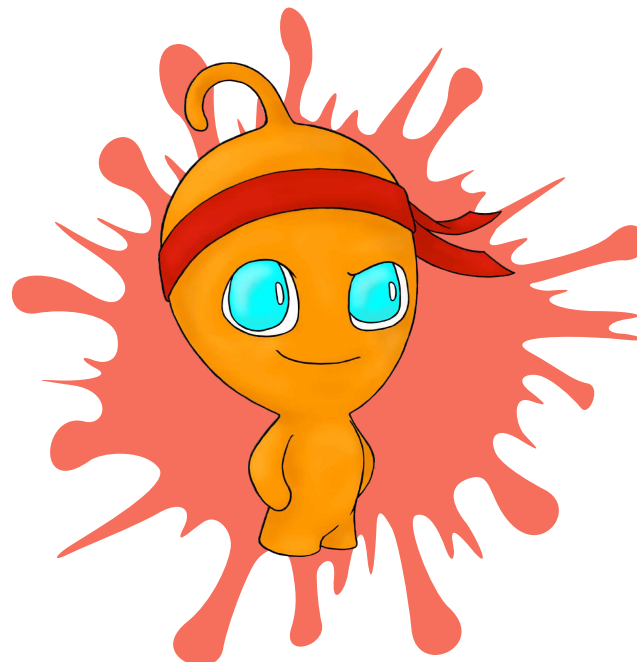
The Zelgor Platform creates multiple opportunities



Location-Based Apps  
Using Established IP's



Platform Licensing / Microservices



Original Content Creation

# Unique Feel: NoobTubez

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## NoobTubez is our first mobile game



NoobTubez chronicles the story of balloon-shaped aliens called Noobs



Noobs team up to form Noob Squads as they attempt conquer territories and take over Earth



Noob Squads battle for control of the planet the only way they know how...



Fruit flinging, dodgeball-style, food fights!







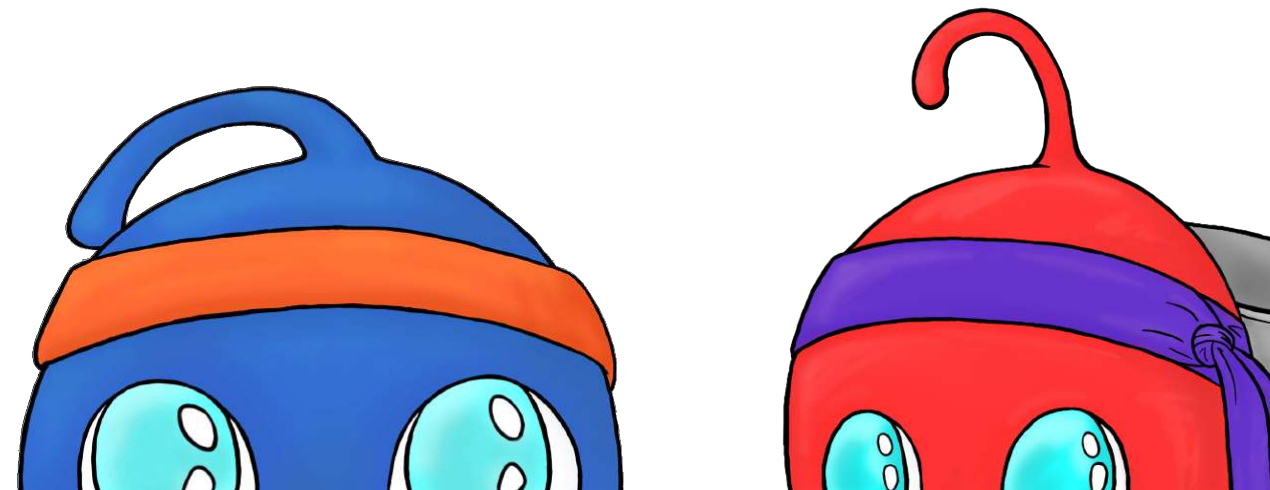


# Excellent Game Structure

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## Combines Clash Royale and Pokemon Go

-  Players unlock new Noobs for their squad along the way
-  The food fight arcade game is easy to pick up and offers instant gratification
-  The battle for territories provides endless content and social incentives
-  The combo of immediate satisfaction and long term goals creates epic wins that keep customers coming back for more





# Target Audience

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Casual gamers, who play short sessions, with divided attention, a few times a day



Younger gamers, who play games both in their free time and while they're in class



Core gamers, who play games for days, months, and years



# Business Model

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## Free to Download

- Free-to-play game with in-app purchases
- Players can buy key items for their Noobs

## In-Game Monetization

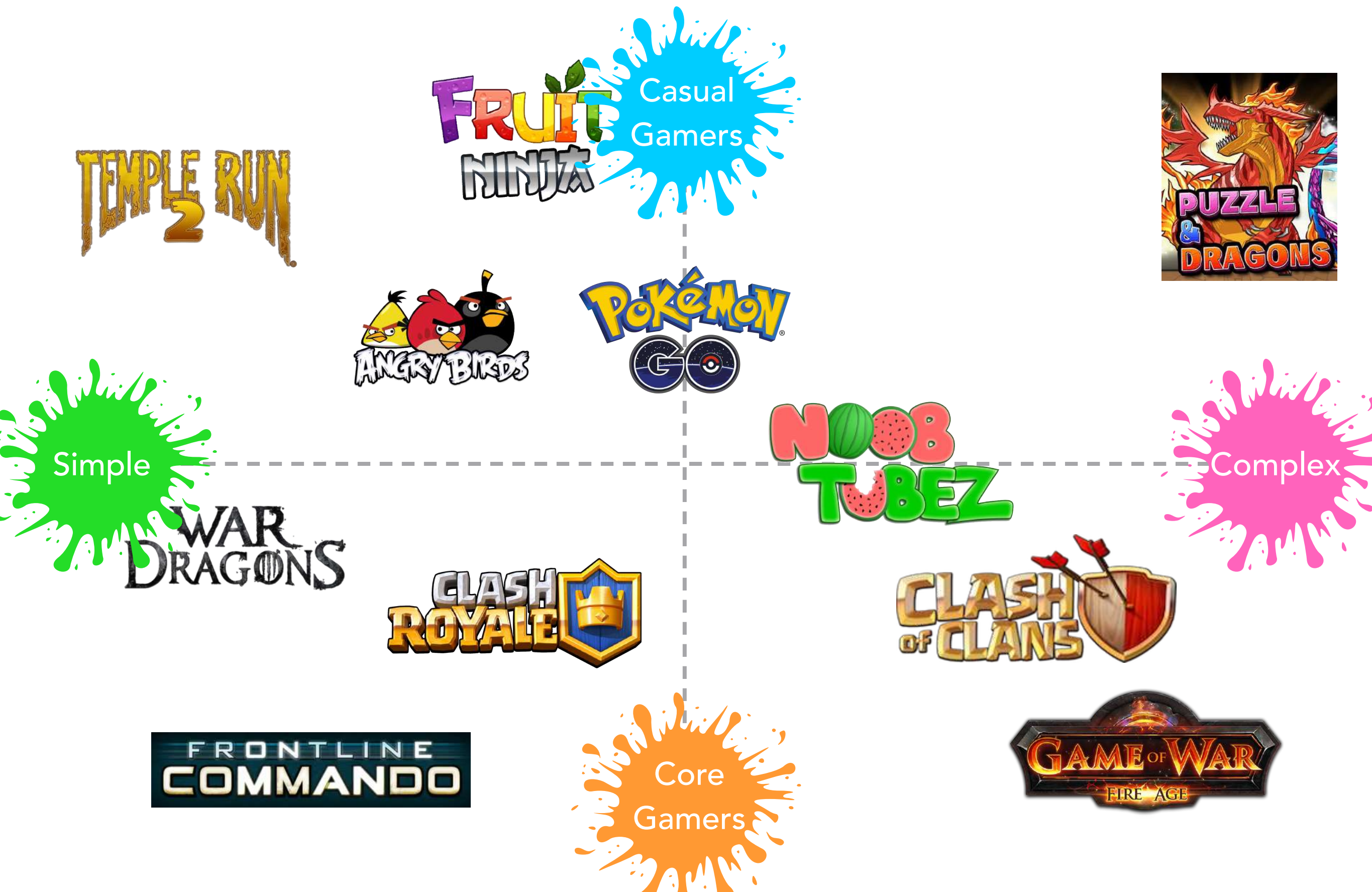
- Sponsored Territories and Quests
- Virtual Items and Power-ups
- Free Prizes from Retail Sponsors

## Future Opportunities

- Platform Licensing
- Expansion to PC and Console
- Merchandising



# Competitive Analysis





# Discoverability

## Pre-Launch

- Launch Kickstarter marketing campaign
- Reach out to 1st & 2nd degree networks
- Create and engage on specific strategic social channels
- Launch traditional and digital guerilla marketing campaign
- Soft launch in similar markets such as Australia and Canada

## Launch

- Launch Nolan Bushnell online commercial campaign
- Use strategic and targeted ad buys on related games
- Build out an influencer promoter network in 3-5 major cities
- Set up sponsorships/booths at major trade shows and conferences (E3)
- Push targeted press releases to writers and news platforms

## Growth

- Leverage strategic major consumer brand partnership
- Use large trafficked traditional ad buys in major cities
- Launch giant pop-up nation-wide guerilla campaigns
- Create full press plan roll out with strategic PR agency





# Thank You!

