

# fun-gi



fun games for growing brands

# Innovative content for category-leading IP

Monetization, Game Design, and Integrated Marketing for growing brands



# Team – Monetization + Production + Growing Brands

Innovative game designs with AAA content and great IP from Day 1



Alfred Fung – CEO, fun-gi  
• 6 years in monetization and user acquisition specializing in freemium casual games. Alfred holds an MBA from USC.

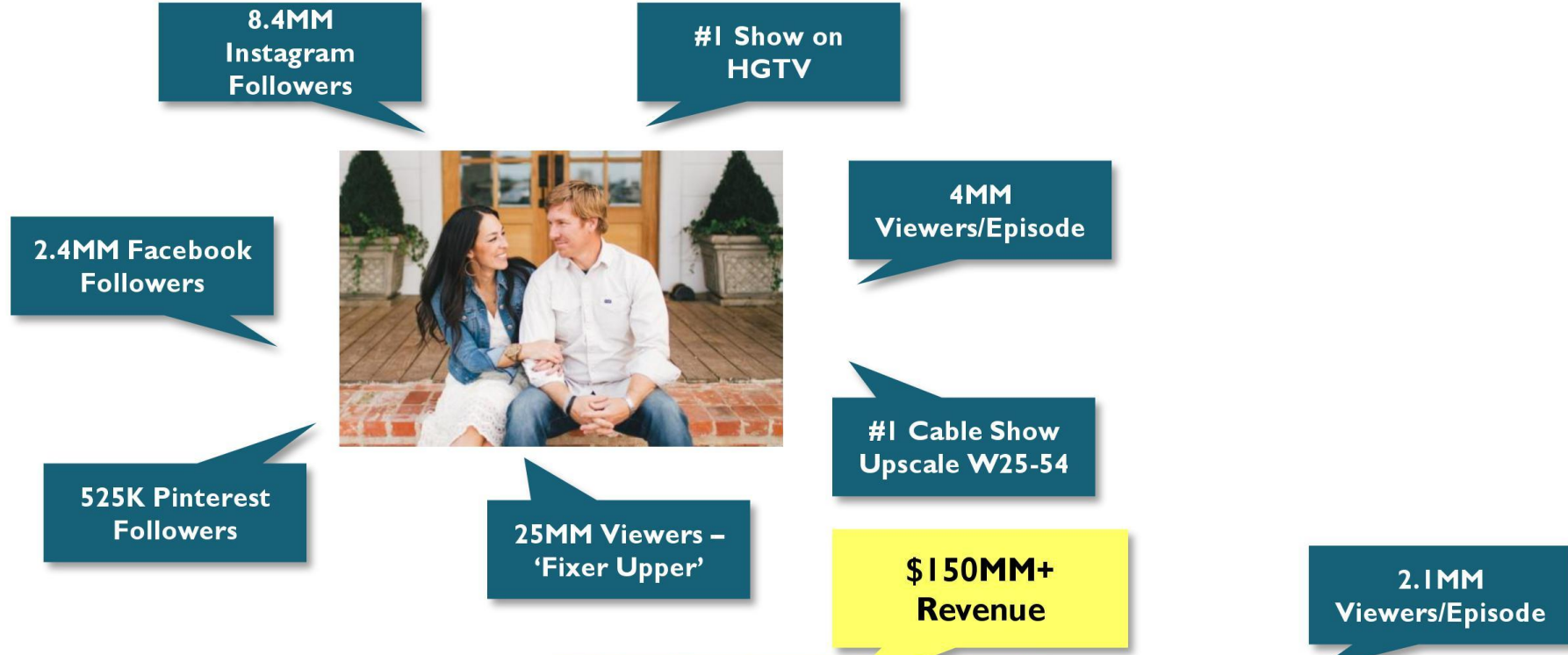


## M&CSAATCHI





# Opportunity – Exclusive & Targeted



Target Audience: Female Gamers, 18-54

\*Sources: TVbytheNumbers, Nielsen, theFutonCritic, Forbes

# Game Mechanics – Aspirational

Renovate dilapidated houses



Renovate each area of the house

Level-up Renovation Capabilities

Renovation Timers

Unlock new Renovation Capabilities

# Monetization – Multiple Revenue Channels

## In-App Purchases (IAP), Sponsorships & Advertising

Consumable currency

Premium currency rushes jobs

Higher levels use more time  
and currency

Sponsorships:  
Native Advertising





# Core Loop – Buy, Renovate, Sell (Repeat)

Players feel social and accomplished in business and design



(before)



(after)

## Maximizing Profit

- Ever-expanding Capital encourages players to flip bigger & unique houses

## Discovering Renovations

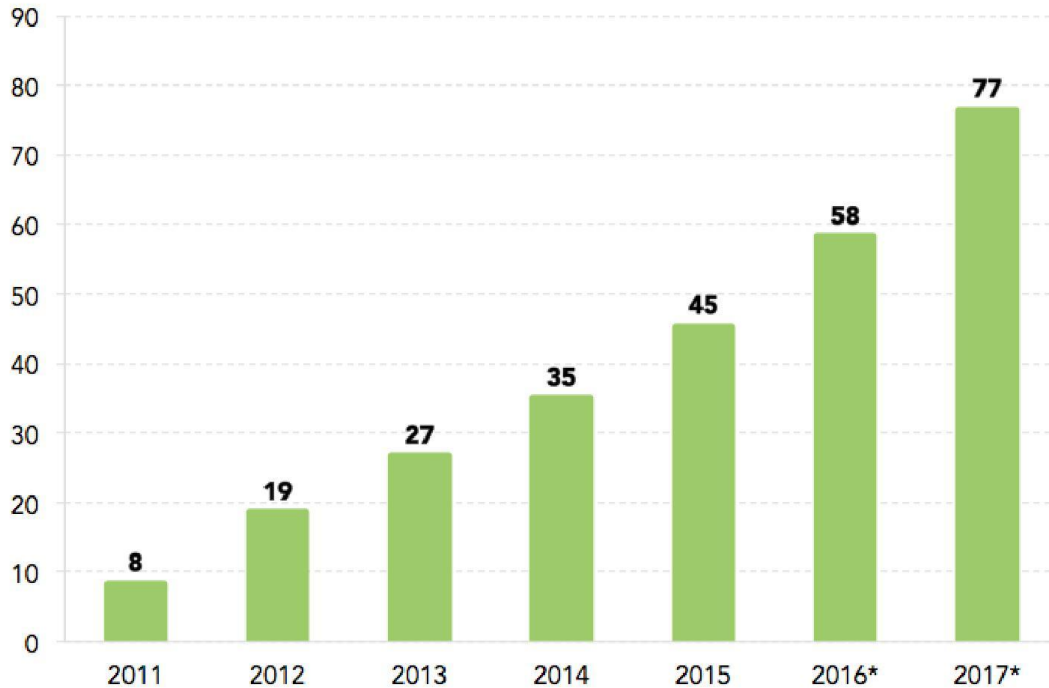
- Unlocking new materials and technologies enables players to exercise design ability

# App and Games Industry Growth

Revenue in apps continues upward trend with vast majority of consumption in games.

## How Are the App Markets Growing?

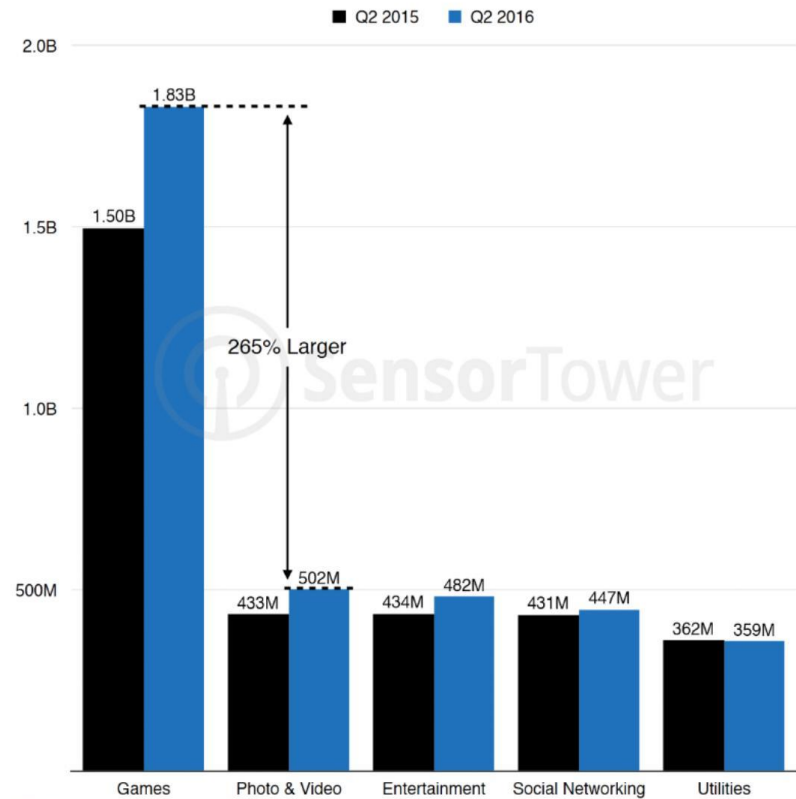
Apple & Google App Stores' Gross Revenue in Billions



\* Projected

SurveyMonkey Intelligence

## Q2 2016 Worldwide App Store Categories by Downloads





# Next Steps



- Burn Rate: \$500K**
- MVP completion: \$445K
- SG&A: \$55K



- Burn Rate To-Date: \$855K**
- Live-ops - more assets: \$170K
- Targeted paid media : \$165K
- SG&A: \$20K



- Burn Rate To-Date: \$1.53MM**
- Live-ops - multi-player: \$336K
- Targeted paid media: \$250K
- SG&A: \$90K

## Investment Opportunity

- \$325K raised to date
- \$10MM SAFE Valuation Cap via Wefunder



A person wearing a light blue button-down shirt is seated at a table. They are holding a black smartphone in their left hand and a white coffee cup on a saucer in their right hand. The background is softly blurred, showing a light-colored wall. The word "APPENDIX" is overlaid in white, bold, sans-serif capital letters on the left side of the image.

# APPENDIX

# Comparable House-based Games



## Design Home

- 40K+ downloads per day – US only
- Top 50 Grossing (Present)
- Grossing over \$50K/day
- \* Good voting system, only interiors



## Design this Home

- Over 7MM downloads
- Top 10 Grossing (04/2012)
- Last Update: 08/2014
- \* Too micro - interior design



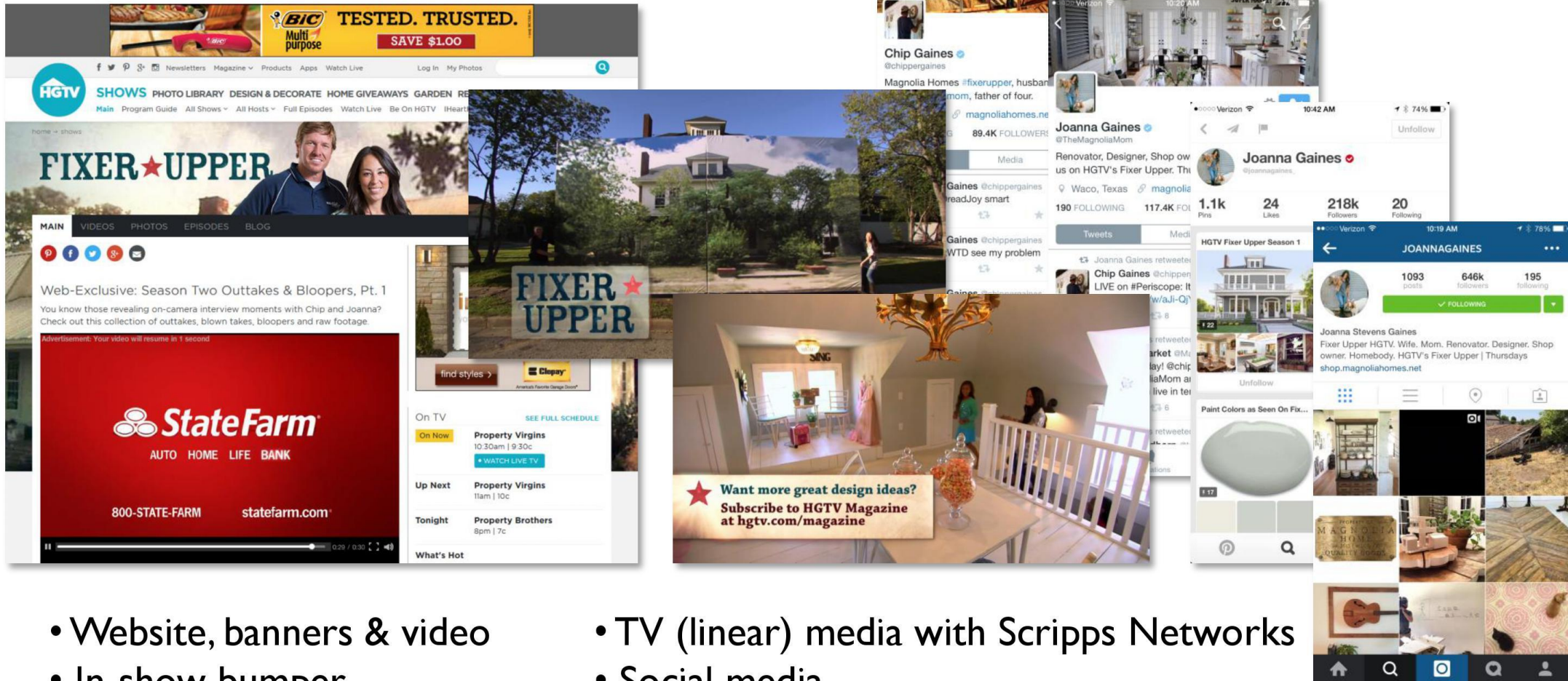
## The Sims™ FreePlay

- 40K+ downloads per day – US only
- Top 30 Grossing (Present)
- Grossing over \$50K/day
- \* Too macro – world building

\*Sources: AppAnnie and ThinkGaming



# IP Franchise Support



- Website, banners & video
- In-show bumper

- TV (linear) media with Scripps Networks
- Social media
  - Facebook, Instagram, Pinterest, Twitter

# Product Roadmap

Two additional game designs: matchmaking RPG and strategy snake

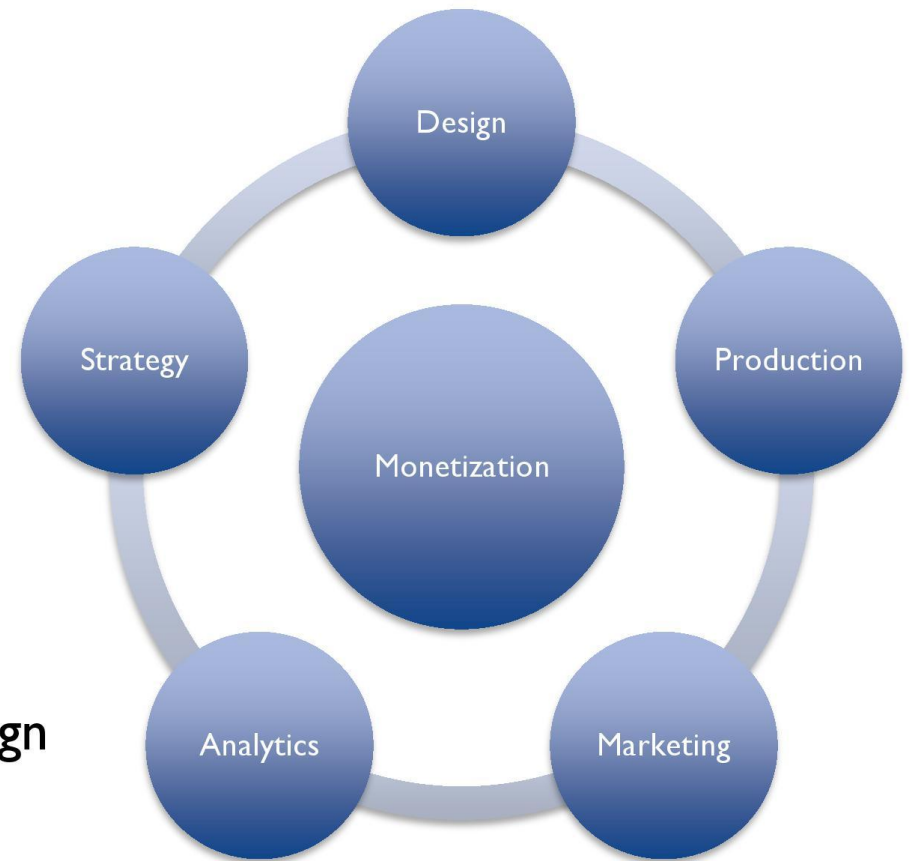


# Mission and Philosophy

Mission – creating premium games for growing brands to:

1. Open up new revenue streams in mobile
2. Enrich heart share for the brand

Philosophy – building with purpose, fun, and design





# Keys to Success



## Teams

- Connect IP with game development by aligning the brand, the content creation, and the marketing.

## Great IP

- Alleviating user acquisition costs with existing audience, platform feature, and marketing partnership with IP-holder.

## Quality Games

- Designing a fun experience that makes players recognize and desire worthwhile monetization events.