

Game Startups

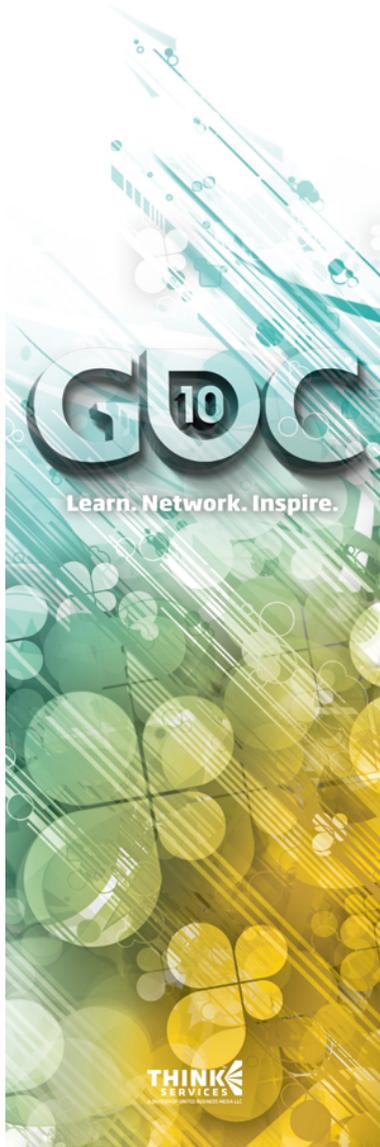
What will get funded today and bought tomorrow?

Panel:

- 👤 Tim Chang, Norwest Venture Partners
- 👤 Mark Jung, Epic Advertising
- 👤 Gus Tai, Trinity Ventures
- 👤 Evan Wilson, Pacific Crest

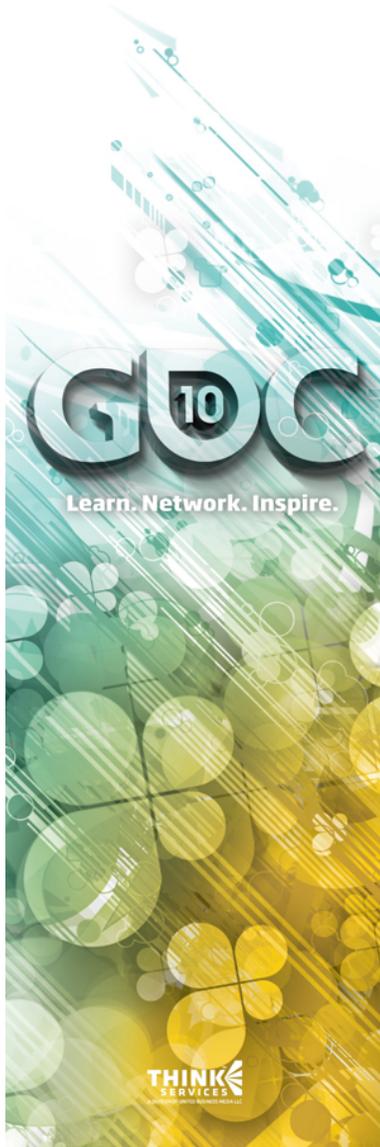
Moderator:

- 👤 John Welch, Making Fun & Minor Studios



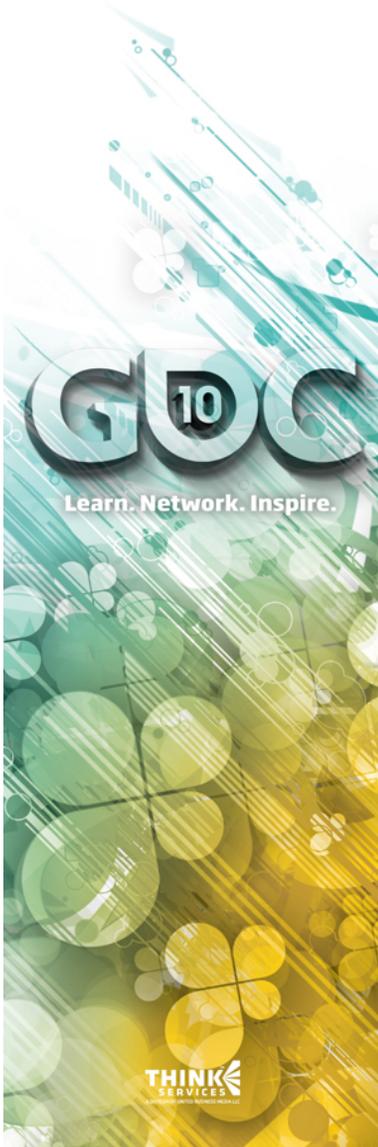
Speakers

- ④ Tim Chang (VC)
Norwest Venture Partners: ngmoco, Playdom
- ④ Mark Jung (buyer, seller, investor)
Chairman, Epic Advertising
Founder & former CEO, IGN Entertainment
- ④ Gus Tai (VC)
Trinity Ventures: PlayFirst, Trion,
green Patch (acquired by Playdom)
- ④ Evan Wilson (Research Analyst)
Pacific Crest: ATVI, ERTS, GME, SNDA
- ④ John Welch (entrepreneur)
CEO, Making Fun & Minor Studios (Atmosphir)



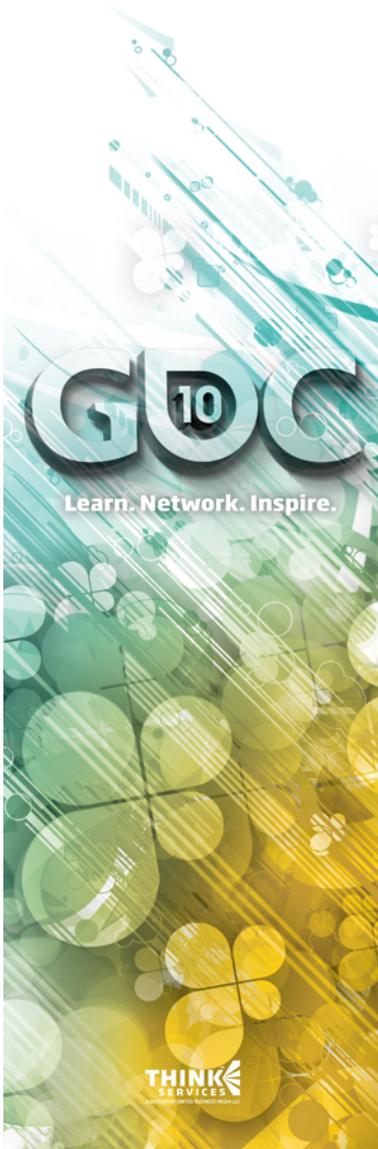
Why are we here?

- ④ You know way more about making games than these guys.
- ④ They are experts in funding, buying and selling game companies.
- ④ Listen! 😊



Bias

- ⊕ A controversial viewpoint that shapes your market thesis



Yes!

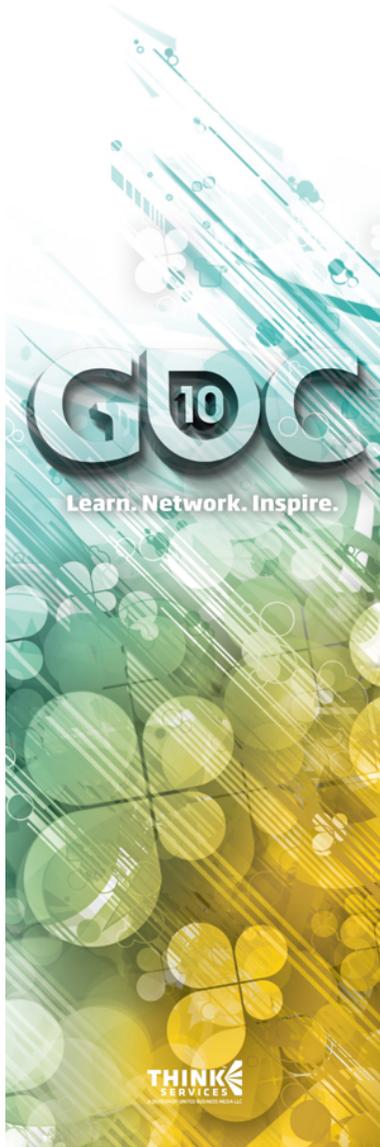


⊕ What's wrong?

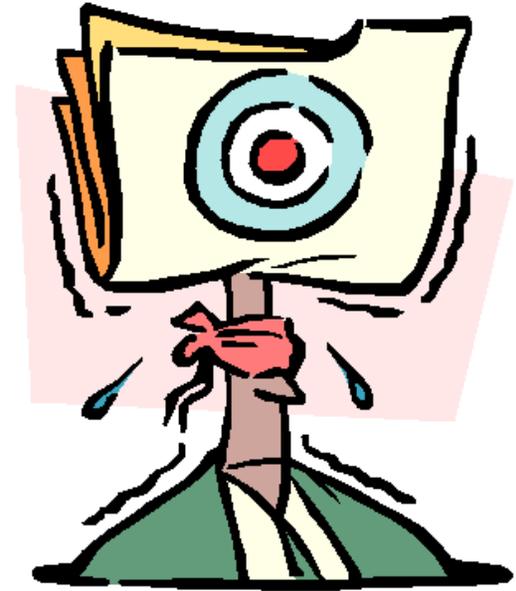
Problem in the market that creates a company building opportunity

⊕ What's right?

Success in the market that creates an opportunity to leverage, extend, specialize, etc.



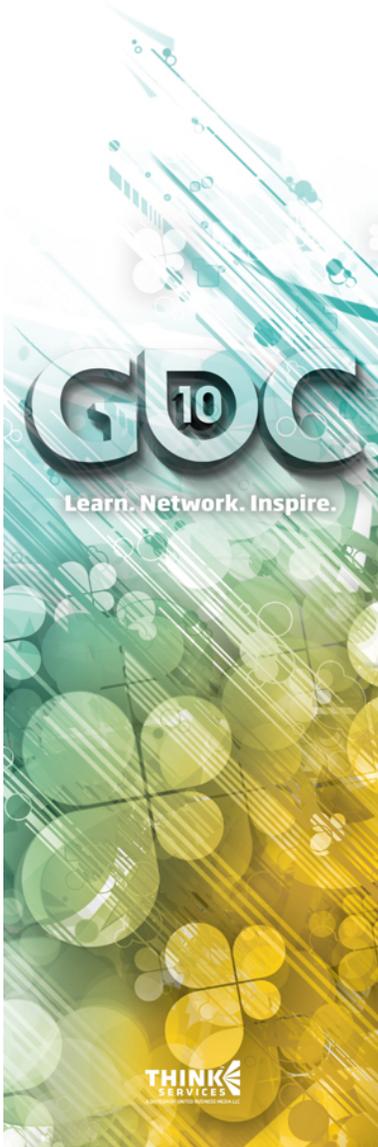
No!



What is...

- ⊕ Claimed
- ⊕ Spent
- ⊕ Crumbling
- ⊕ Too big for you

No more there there



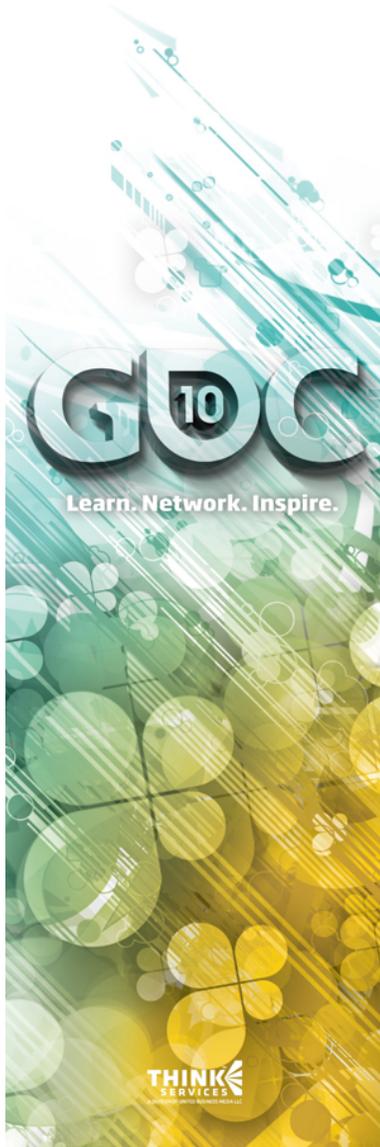


facebook

Social Nets

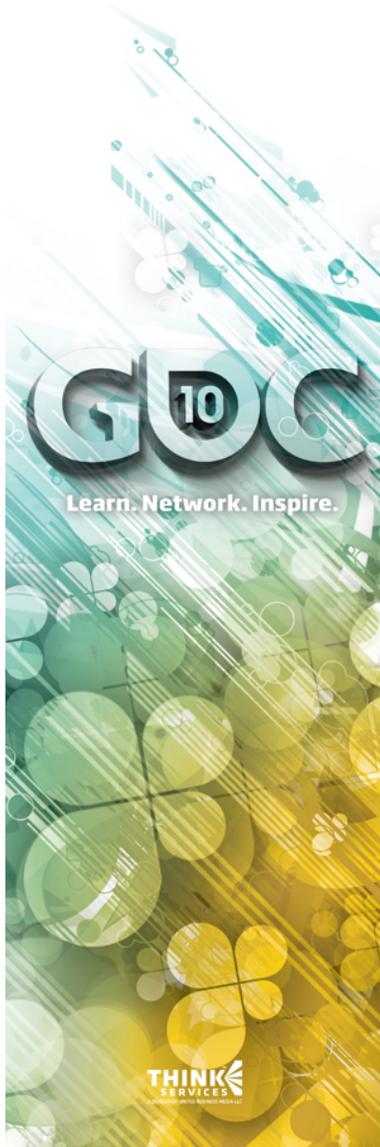


- ⊕ Has Facebook already won?
 - ⊕ If so, are other graphs irrelevant?
- ⊕ Leading Publishers:
 - ⊕ Zynga, PlayFish (EA), Playdom, _____
- ⊕ How many times...
 - “We’re going to be like Zynga but make better games.”
- ⊕ Opportunities?



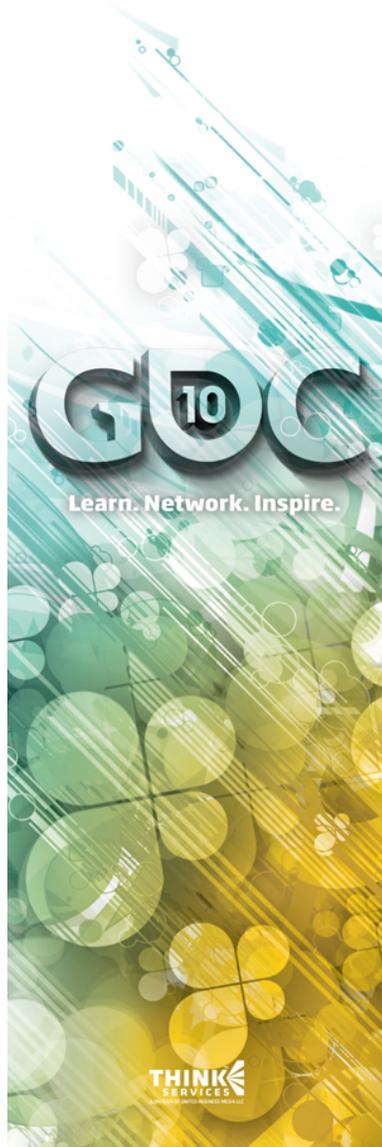
Virtual Worlds

- ④ "All I need is \$50 million..."

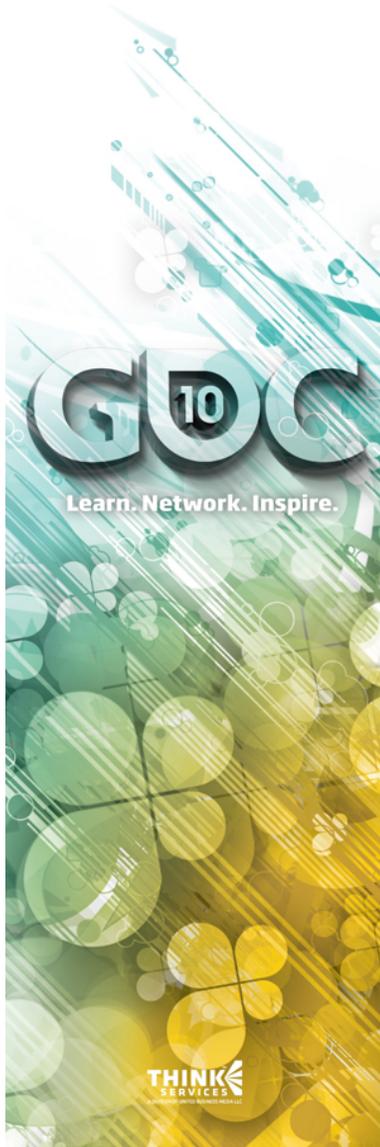


What will their role be?

- ⊕ Innovator?
- ⊕ Purchaser?
- ⊕ History?



Transitions



competition?



web 3D

no box



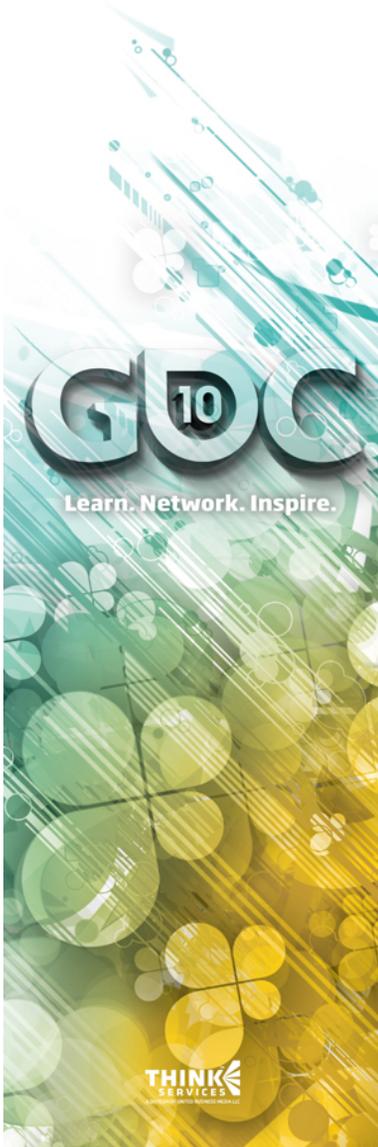
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Bias II

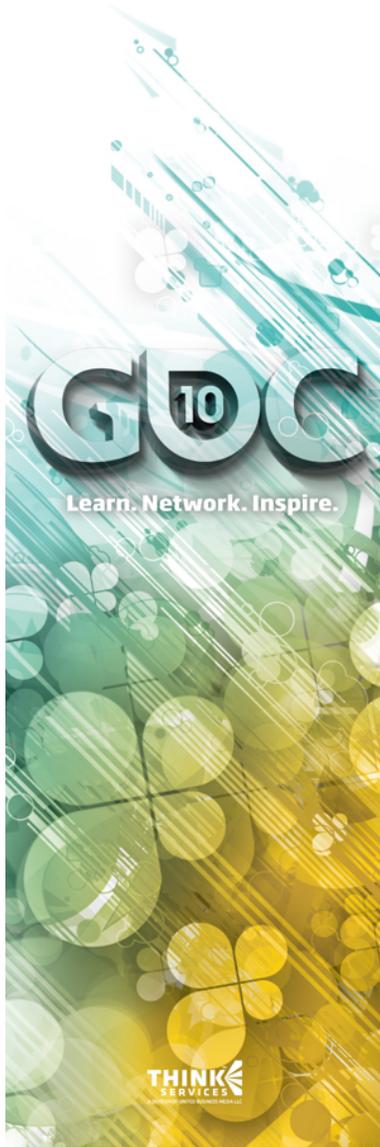
Good / bad :

- ④ User markets
- ④ Geographic markets
- ④ Platforms
- ④ Position in value chain
- ④ Business Models
- ④ Technologies



The Pitch

- ④ Key elements
- ④ What to avoid
- ④ How to get started
- ④ How to know when to quit
- ④ Other advice



Investing in new game companies:

Thanks!

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-  Evan Wilson, Pacific Crest

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