

# 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?

- ⌘ You know way more about making games than these guys.
- ⌘ They are experts in funding, buying and selling game companies.
- ⌘ 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?

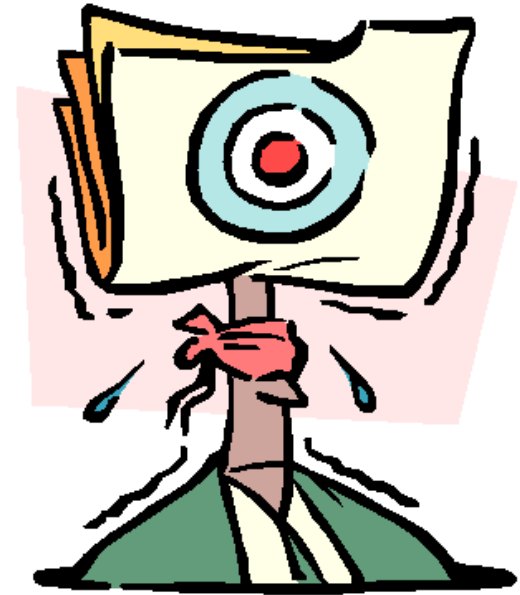
Success in the market that creates an opportunity to leverage, extend, specialize, etc.



# No!

## What is...

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



No more there there



# 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

- ③ “All I need is \$50 million...”



# What will their role be?

- ⦿ Innovator?
- ⦿ Purchaser?
- ⦿ History?



# Transitions

no box



competition?

user generated



web 3D



# Bias II

Good / bad :

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



# The Pitch





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



# Investing in new game companies:

Thanks!

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