



Crowdfunding Your Game Company via a Title III/Reg CF Raise (Consumer Equity Crowdfunding)

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What We'll Cover Today

- Who am I?
- Equity Crowdfunding Overview
- Statistics on Title III Raises
- Preparing your Raise
- Executing your Raise
- Closing your Raise
- Ongoing Shareholder Communication
- Summary
- Q&A





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- First commercial computer game in 1977 (*Trek-X* for the Pet 2001)
- First indie company 1984-89 building 20 games (*Shard of Spring*, *Gato*, *Sub Battle Simulator*, *PT-109*, *Reader Rabbit*, *The Playroom*, *NFL Challenge*, *Harpoon*, more...)
- Went “corporate” in 1989, working for Three-Sixty Pacific, Konami, GameTek, Alliance Interactive, Kesmai, Electronic Arts (Origin and Maxis), Sony Online Entertainment, Electronic Arts (BioWare)
- Currently an “Indie” building the MMO *Crowfall*®





Equity Crowdfunding Overview

- Rewards Crowdfunding .vs. Equity Crowdfunding
- What is a Title III/Reg CF offering?
- How is this different than a Reg D (VC or Angel Investor) offering?
- Working with a portal
- Communication restrictions

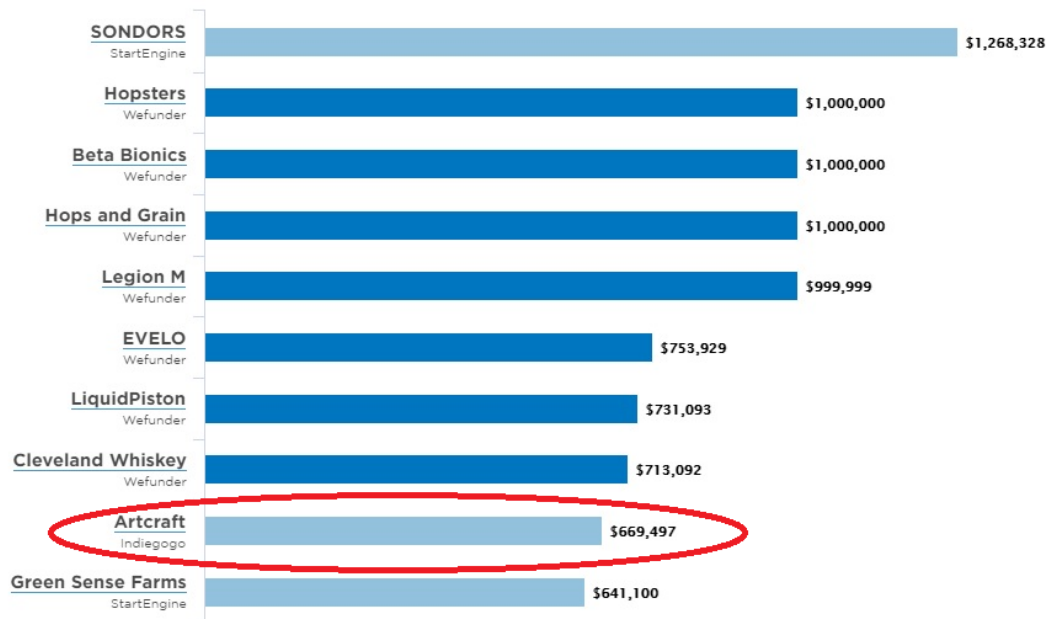




Statistics on Title III Raises

74 Reg CF companies have hit their funding target

45 of 74 are on Wefunder





Close day stats

- \$669,497 and over 1,200 investors
- 9th largest Title III/Reg CF investment out of ~142 starts and 74 reaching minimum funding
- Our raise was ~3.6% of all Title III money to date
- We raised 70% of all Title III money in our last week of the raise
- We raised more than the other 3 Indiegogo launch titles combined (games are hot!)





Preparing Your Raise

- Picking an Attorney
- Picking a Portal to Work With
- Preparing your Accounting
- Ensuring your Crowd is Ready
- Preparing your messaging
- Launch Day checklist
- Ongoing communication plan





Executing Your Raise

- Execute your communication plans
- Opportunities during your raise
- Staying within the legal guidelines
- Keeping the entire team involved





Closing Your Raise

- Communicate to your crowd (1 week, 3 days, last day)
- Work with the portal to ensure data and money collections
- Settle and get your money!
- Along with the final list of all your new investors





Ongoing Shareholder Communication

- There are services to help with both escrowing the stock and communication
- Philosophy of Communication
- Communication logistics





Summary

- Differences from rewards-based crowdfunding
- Is this type of raise right for you and your company?
- Preparation is critical
- Executing the raise
- Closing and communicating





Question and Answer

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