

A photograph of a misty forest path. The path is a narrow, winding trail of brown earth, cutting through a lush green forest floor covered in ferns and other vegetation. Tall, slender trees with thick trunks line the path, their tops shrouded in a soft, white mist. The overall atmosphere is serene and natural.

Playmatics

Margaret Wallace, CEO
@margaretwallace



Once Upon a Time





Once Upon a Time



Once Upon a Time



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Once Upon a Time



Rebeltm
Monkey



Once Upon a Time



Once Upon a Time



Once Upon a Time



Once Upon a Time



Once Upon a Time



Once Upon a Time



Once Upon a Time



"Give me
more for my
money!"

Once Upon a Time

★ ★ ★
**MOOSE
WRANCH™**



"Give me
more for my
money!"



[NEWS](#)

Rebel Monkey's cooperative CampFu game world hits 100,000 users

YUKI TAKAHASHI | APRIL 27TH, 2009

CampFu casting its cooperative game world has drawn more than 100,000 registered players since its launch in late February.

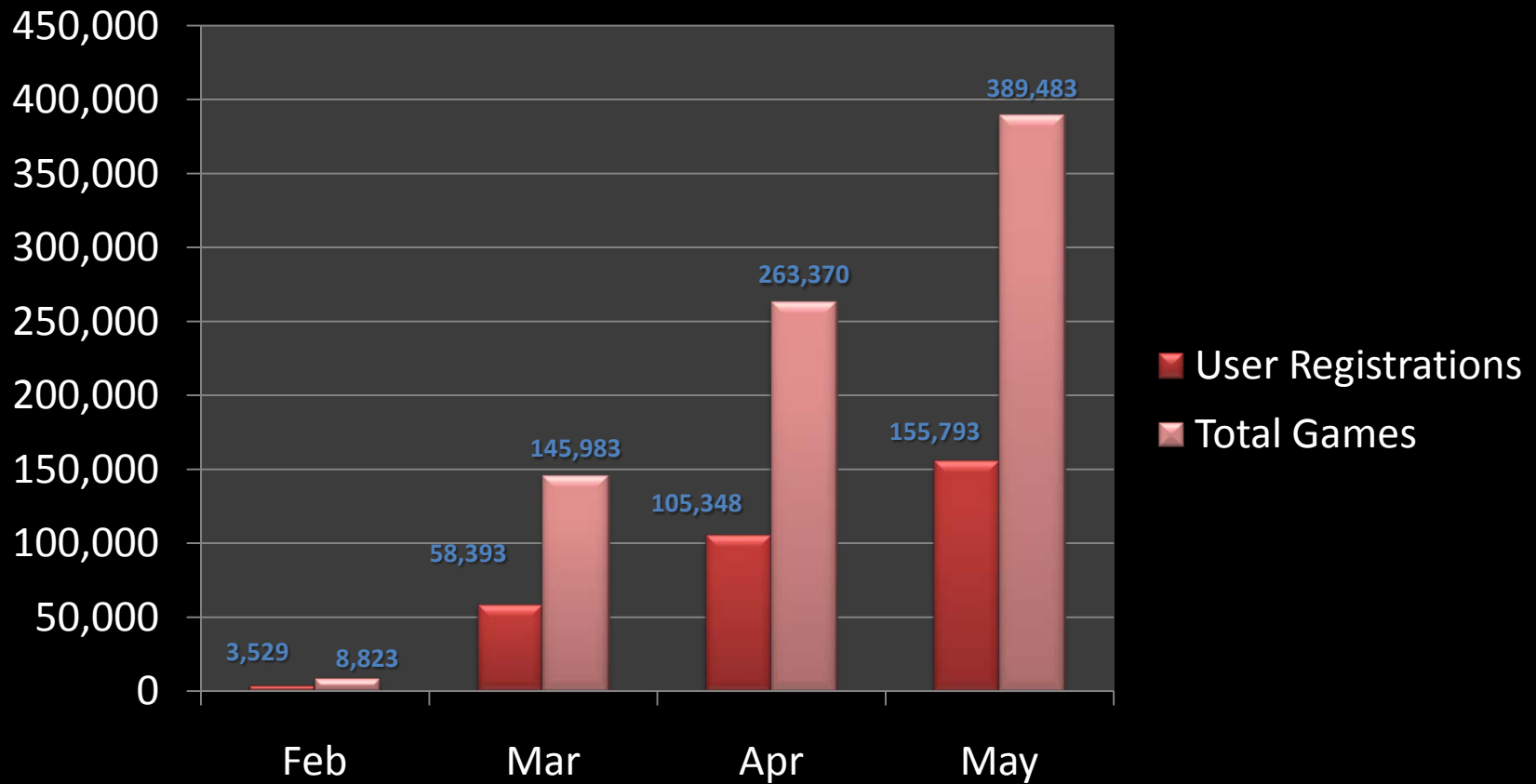
The New York-based company says those players come from 110 countries and spend an average of more than 60 minutes playing and socializing on the site.



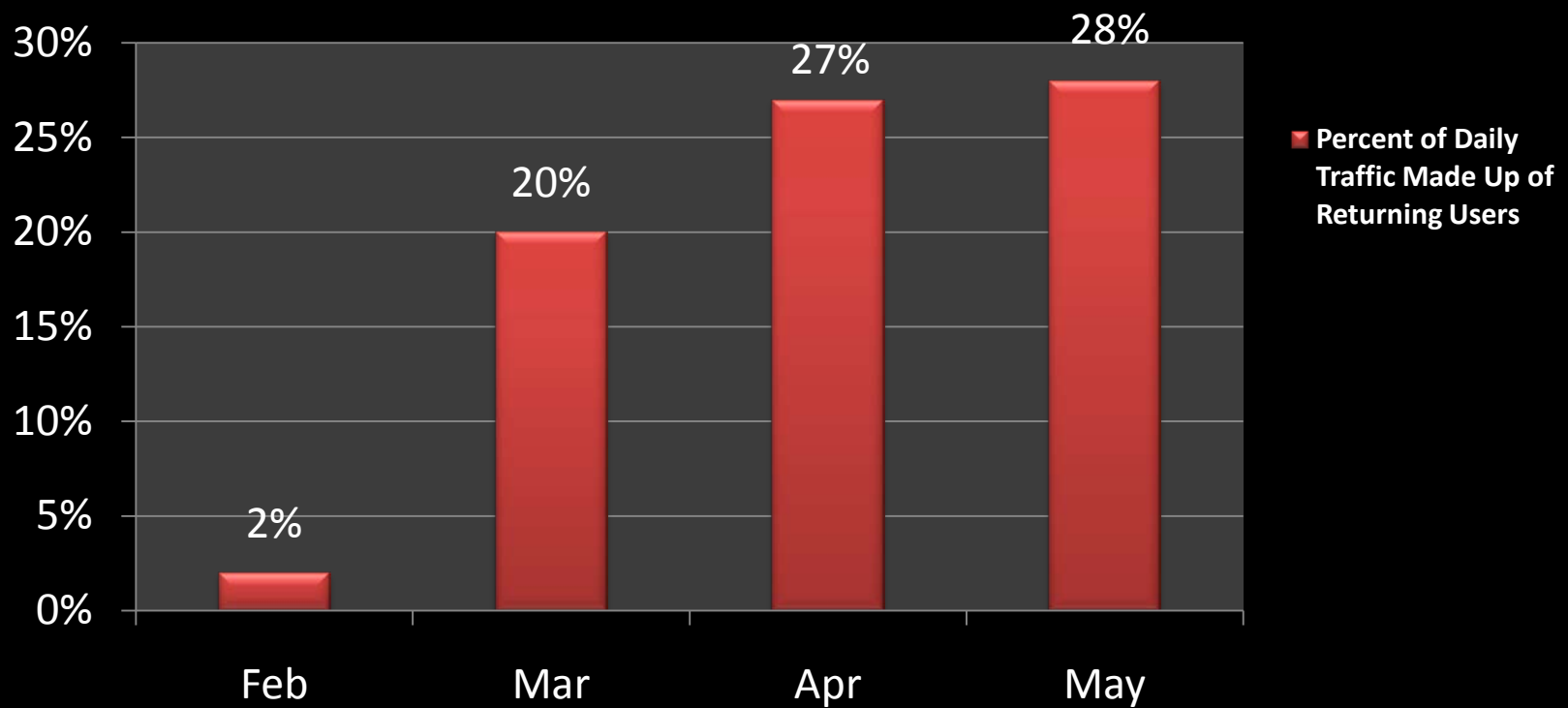
Over 155k+ Users!



User Growth: Registrations & Total Games



User Growth: Daily Active Users

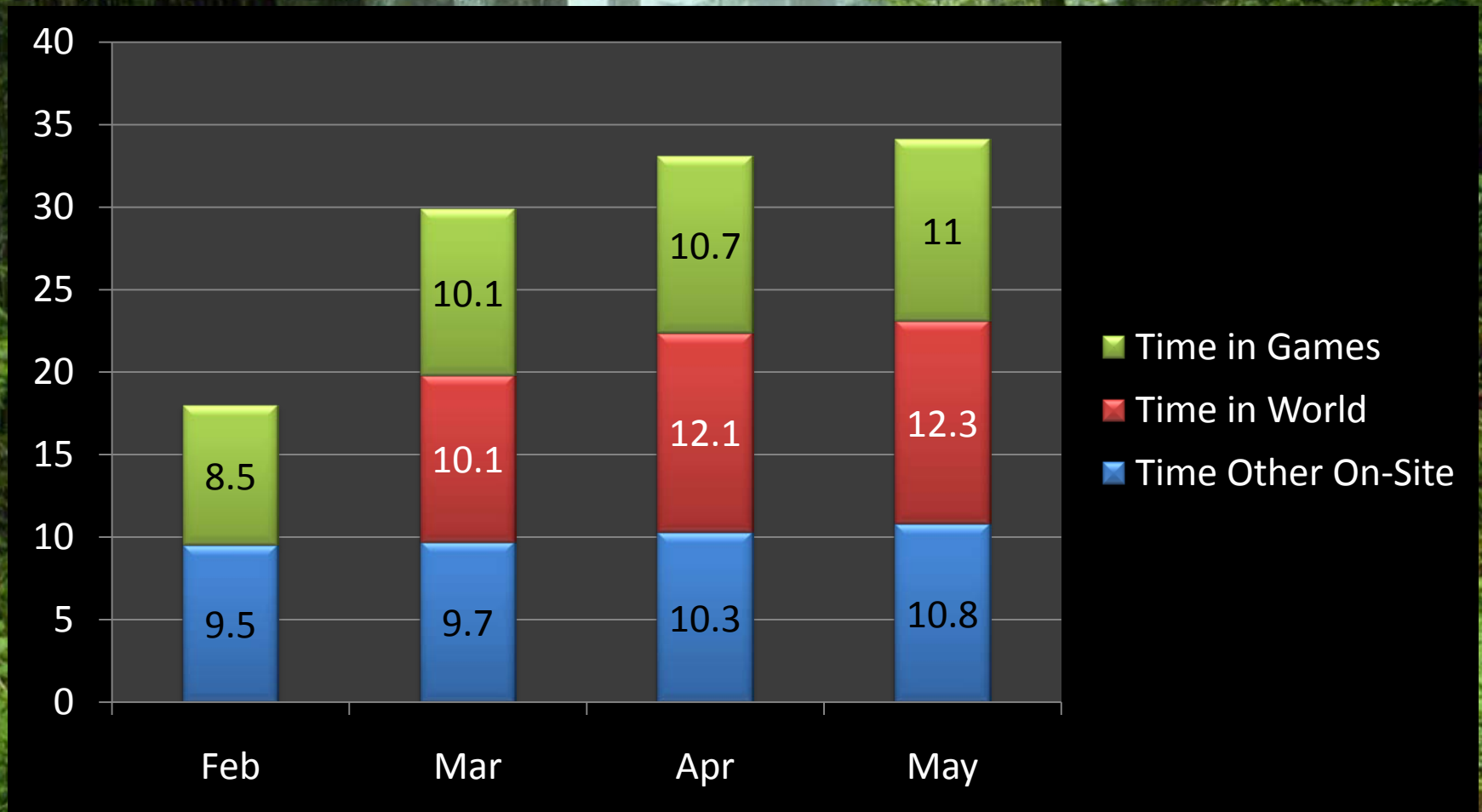


Active User Base: 55%

User Growth: PCUs



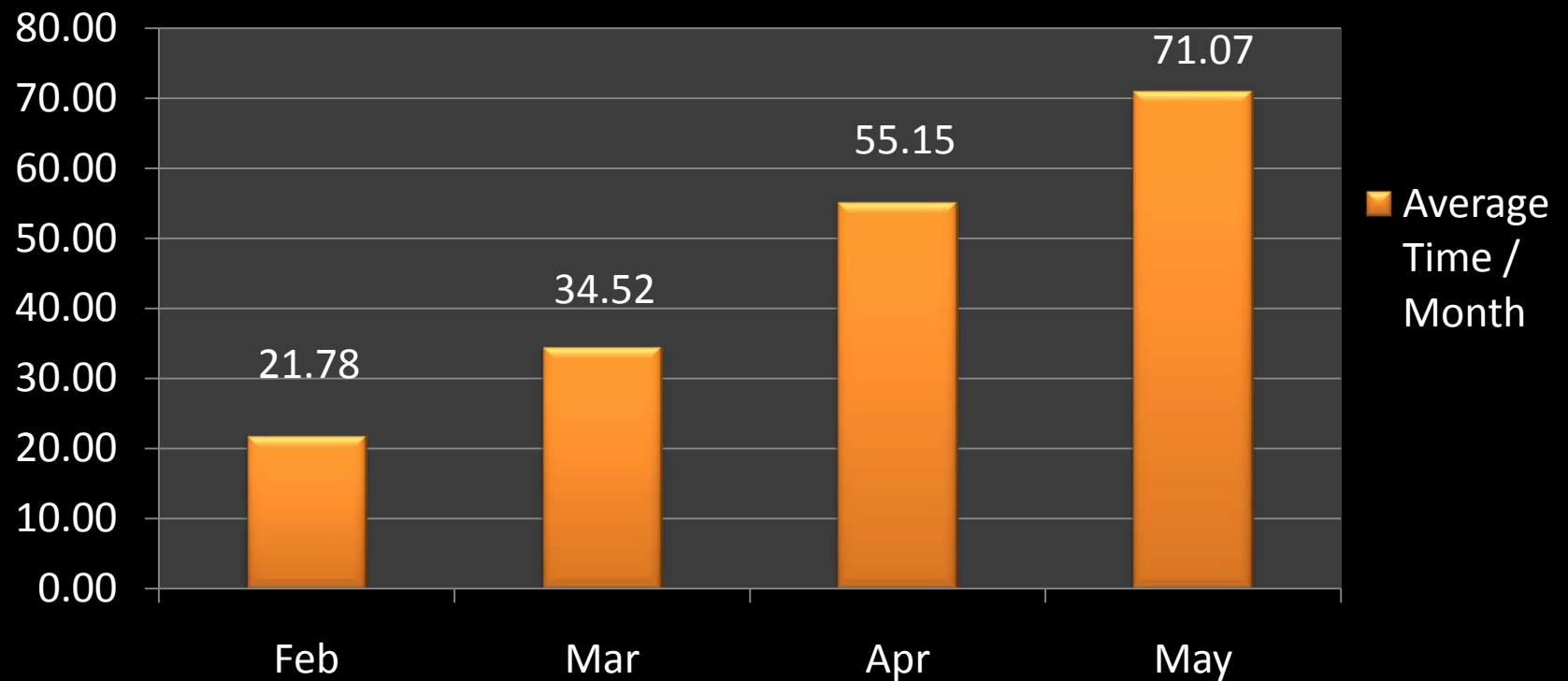
Session Duration (minutes)



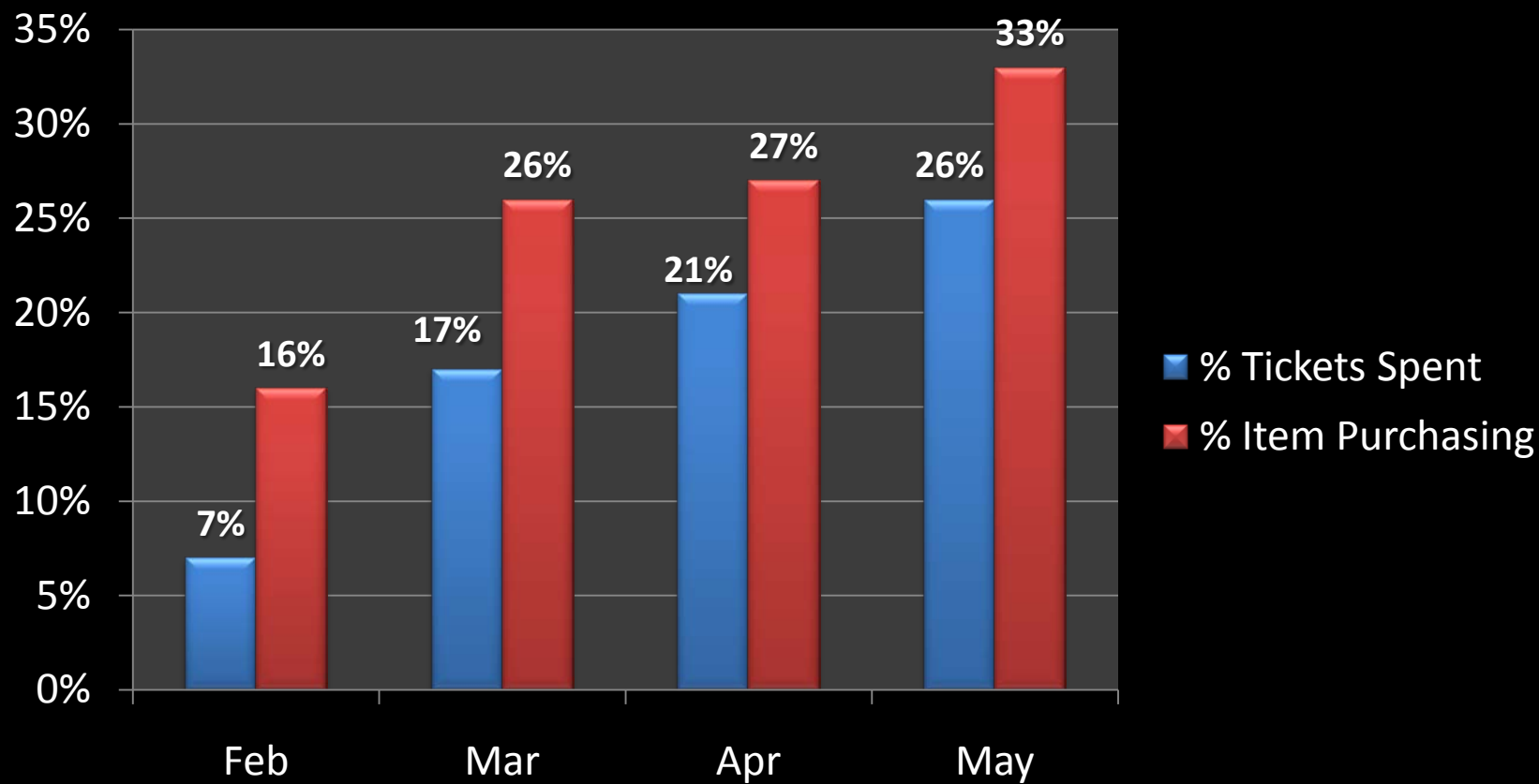
Average Sessions / Month



Average Time / Month (min.)



Engagement



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But when it came time to raise more money....

“Previous bad investments.”

“Facebook’s audience is ‘Free’.”

“Only Investing in the next Zynga.”

“95% of these guys won’t invest in a company with a woman CEO.”



(Actual Quotes)

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(Jerk!)

"The market
has spoken."







But there is a happy ending...



A photograph of a misty forest path. The path is made of dirt and leads into the distance, flanked by lush green ferns and other vegetation. Tall, thin trees are visible in the background, partially obscured by mist. The word "Playmatics" is overlaid in a stylized font.

Playmatics

Hoozah!

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A photograph of a misty forest path. The path is a narrow, winding trail of dark brown earth, cutting through a lush green forest floor covered in ferns and other vegetation. Tall, slender trees with thick trunks line the path, their tops shrouded in a soft, white mist. The overall atmosphere is serene and mysterious.

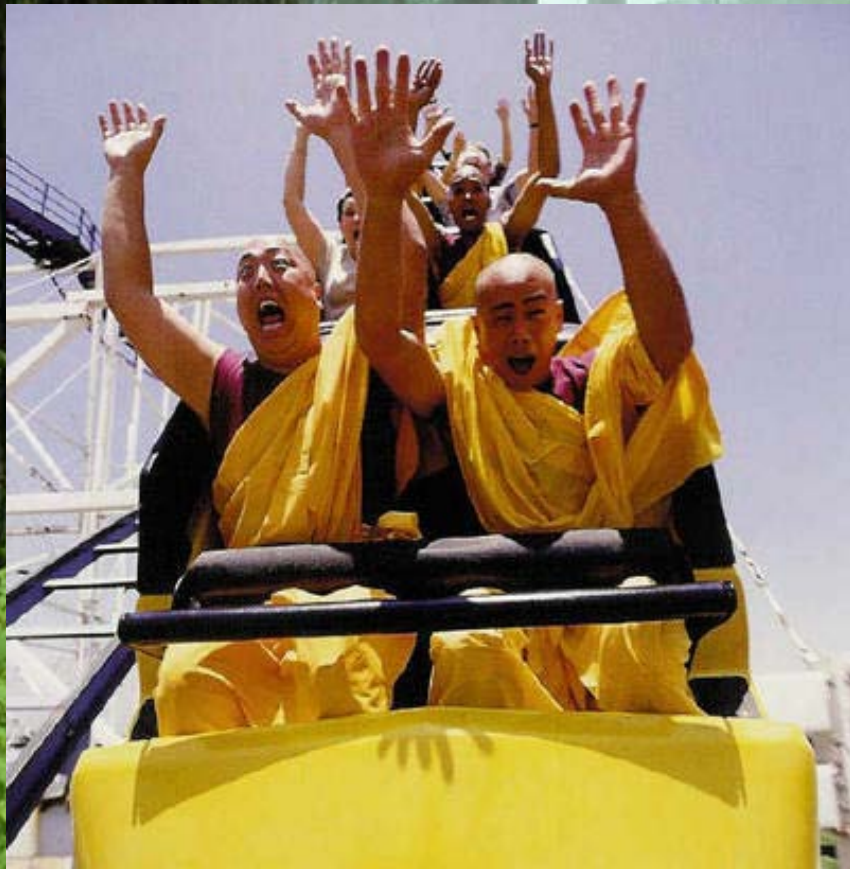
So what's the moral of the story?



Once Upon a Time



Once Upon a Time



A photograph of a misty forest. A dirt path winds through the center of the frame, flanked by dense green ferns and other undergrowth. Tall, slender trees with thick trunks stand in the background, their details softened by a light mist. The overall atmosphere is serene and mysterious.

(Not) The End.

A photograph of a misty forest path. The path is a narrow, winding trail of brown earth, cutting through a dense forest. On the left, a large, dark tree trunk stands prominently. The forest floor is covered in lush green ferns and other vegetation. In the background, tall, slender trees rise into a misty, hazy sky. The overall atmosphere is serene and natural.

Playmatics

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