

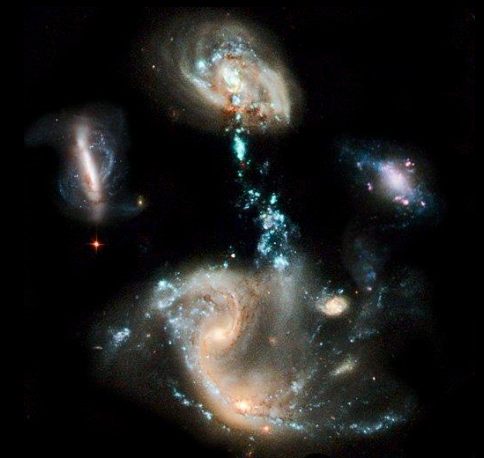
Laurent de Alcala



ONLINE REALTIME STRATEGY MASSIVELY MULTIPLAYER

Project Mankind Free2Play

A World Wide Cross Platform product allowing to connect the same Virtual World for ThemePark and PlayGround according the need and the life cycle of the players.





Project Mankind F2P

Mission:
Online Video Game
Blue Ocean Cross-Platforms
Free To Play Business Model
Futurist Strategy niche market.

Origin:
Based on the licence of the first
Persistant Virtual Word: Mankind.

Project Mankind F2P: The TEAM

The reduced team:

Laurent de Alcala:

Product Manager of Mankind product since 2008, Strategy consultant, 31 years,

Marc Salvetat:

Freeworker Marketing consultant (Bouyges, Orange, SFR...), 29 years,

Oliver Potzelberger:

Web designer and project manager PHP/Java developements, 33 years,

Jack Poon:

Datacenter provider and Technician of the Mankind product since 2003.

The enlarged team:

Boris Boucher:

Project Manager of Mankind product (1998-2003), Integrated interface Project Leader (Ryzom), Siemens Project Manager, 38 years,

Jerome Larrieu:

COE of Actimagine (Mobile Cross-Platform VOD technology) Conceptor of the 3D engine of the product, 45 years,

Roderic Vicaire:

3D architect on the Age of Conan product, 28 years.

Problem?

Lack of Financial peoples.

Status of the project

Advancement of the project:

Legal : Quantex SARL Company under creation

Techno:

The 3D client of the product is currently 100% developped.

The Browser side of the product is under planification.

The Mobile side is under investigation.

Market:

68% of the online gamers are not satisfied by the products they uses.

Online Video Game market is 10 Billions dollars on 2010 and planed to be 19 Billions dollars on 2014.

Mobile Video Game market is 8 Billions dollars on 2010 and planned to be 15Billions dollars on 2014.

There is a 535 Millions Online gamers (all styles) on 2010.

An estimated potential of 36 Millions online players for Futurist games style.

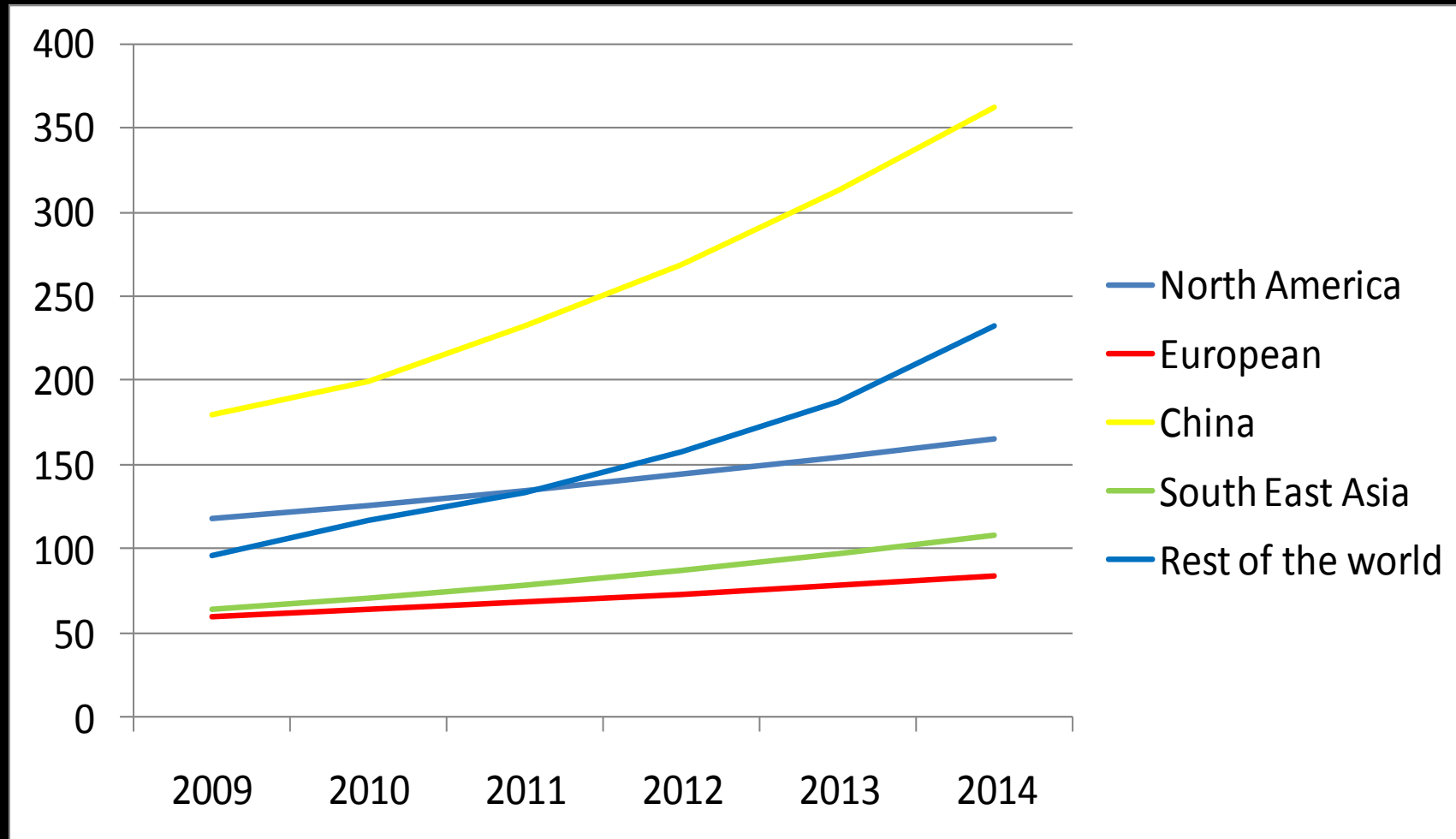
Team:

The reduced team is working on the product and the enlarged one is waiting investments.

External Support:

Zong (Micro-Payment system)...

The Market: WHO?

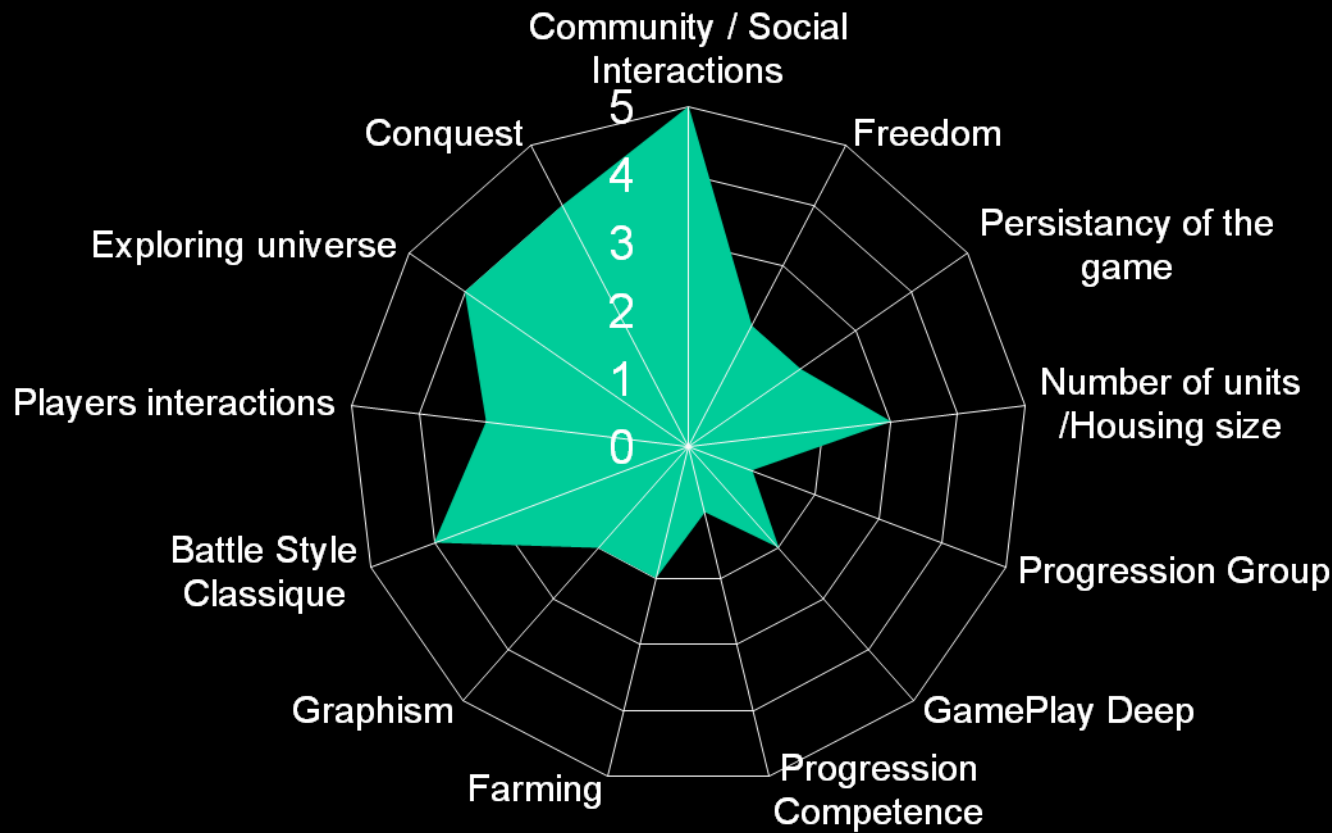


Market Size on Millions Online Gamers

Casual Players

- 5 Billions dollars 2010

What they want?

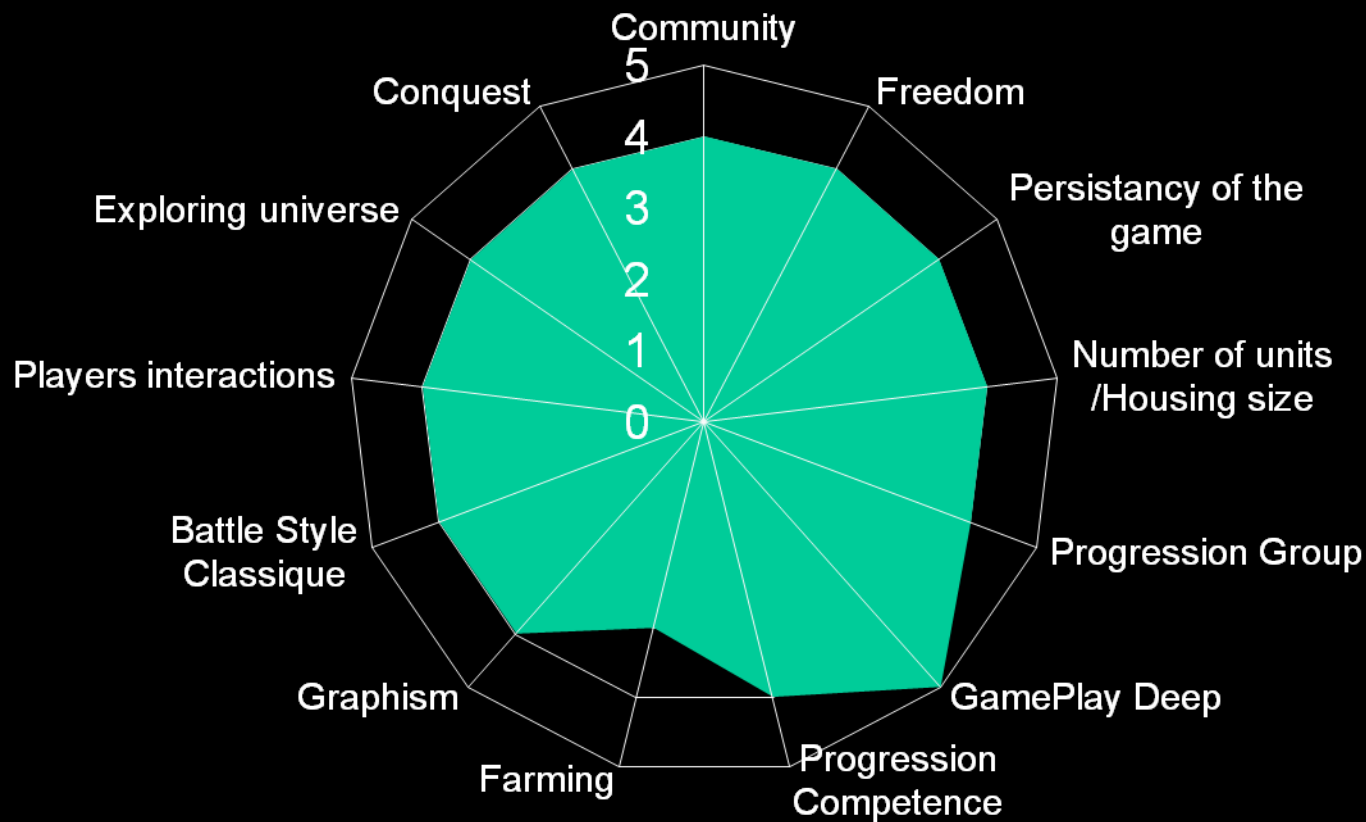


■ Casual Players-What they want?

Extrem Players

- 5 Billions dollars 2010

What they want?



■ MMO Players-What they want?

Market Purpose

Online Market Games is currently segmented into 2 different sides.

Themepark (parc à thème)	Playground (terrain de jeu)
What is it?	What is it?
Des manèges aux couleurs criardes / Rides garish Beaucoup de monde / Many Peoples Barbe à papa et prix pour tous / Cotton candy and prizes for everyone.	Bac à sable avec pelles et seaux /Sandbox with shovels and pails Des manèges que vous devez faire tourner vous-mêmes. /The rides that you have to run yourself. La nourrice ne surveille pas toujours. / The nurse do not always monitors things.
Advantages :	Advantages :
Facile d'accès. / Easy access. Beaucoup de choses à faire. / Lots of things to do. Gameplay bien défini. /Gameplay clear. Des objectifs clairement identifiés. / Clear objectives identified. Bon mécanisme pour raconter les histoires. /Good mechanisms for telling stories.	Gameplay non-linéaire. / Non-linear gameplay. Grande profondeur. /Large deep. Expérience réaliste. / Experience realistic. Hautement gratifiant. / Highly rewarding. Interactions sociales fortes. / Social Interactions strong. Vous vous y faites des amis. / You will make friends.

ThemePark Samples:

World of Warcraft (13M MAU),
Ogame (2M MAU),
FarmVille (53M MAU),

PlayGround Samples:

Eve Online (max 300 000 MAU),
Mankind (max 24 000 MAU),

Problem?

68% of online gamers are not satisfied by the products they use.

Why?

WHY?

Themepark (parc à thème)	Playground (terrain de jeu)
Problèmes / Problems :	Problèmes / Problems :
<p>Mickey Mouse n'est pas réel. / Mickey Mouse is not real. L'expérience est artificielle. / The experiment is artificial. Peu de liberté, gameplay linéaire. / Few freedom, linear gameplay. L'intérêt pour le jeu est limité au contenu. / The interest for the game is limited to content. Peu d'incitations aux interactions humaines. / Few incentives to human interactions. Il y a plein de monde. / There are lots of people.</p>	<p>Pas d'objectifs clairs / No clear objectives L'anarchie mène au despotisme. / The anarchy leads to despotism. Temps mort dans le jeu. / Dead time in the game Tout le monde ne peut pas gagner. / Everybody can not win. Peu de capacités à raconter des histoires. / Few ability to tell stories. Gouvernance. / Governance.</p>
Source: Hilmar V. Petursson CEO of CCP (Eve Online)	

Blue Ocean Market

Online Video Games players are splitted on differents segments.

- Casual gamers, that spend less than 1 hour a day.
- Hardcore/Extrems gamers, that spend more than 25 hours a week.

The life cycle of the Online gamers start by Casual gamers and could became Hardcore gamers, then stay on a circle of 2/3 games.

Browser games get 80% of the casuals gamers on the FreeToPlay business models.

3D clients games provide more satisfactions to gamers but meet difficulties to catch and kept customers because of the Monthly subscriptions and high prices.

New generation of players do not want to pay monthly but are ready to pay for a specific advantage.

There is currently no FreeToPlay MMO Futurist Strategy games on 3D clients where there is plenty on Browser games.

There is no cross platforms FreeToPlay MMO games.

The target market is a Blue Ocean Market. No direct competitor on cross platforms.

The technology

World of Warcraft is using a bandwidth of 36Mb a day.
Eve Online is using a bandwidth of 24Mb a day.

Mankind technology need 2.8Mb a day.

This allow to use Cross Platforms technology (Client, Browser, Mobile) for the same Game.

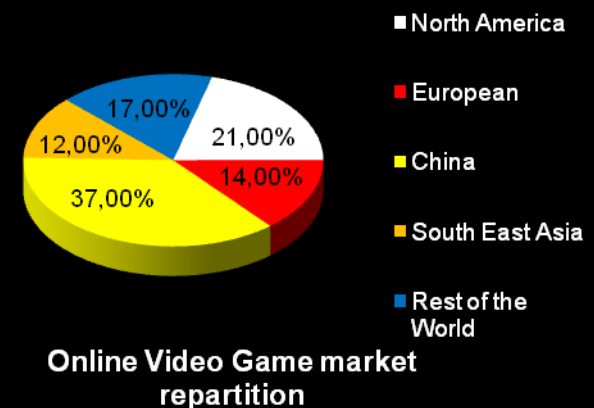
The targeted market

Describe the present market situation: Evaluate its size, its potential, mention the main actors on that market

Show its structuring – segmentation (Main Value Chains)

Point out who your clients are and what your value adding proposition is (use another slide if necessary)

The segment of market is all the peoples interested by the Space Explorations. This can be resume as the amount of peoples interested by Movies as Star Wars (4.5M sold), or oriented Space series as Stargate (SG1/Universe- 3.2M viewer on US)



Competition

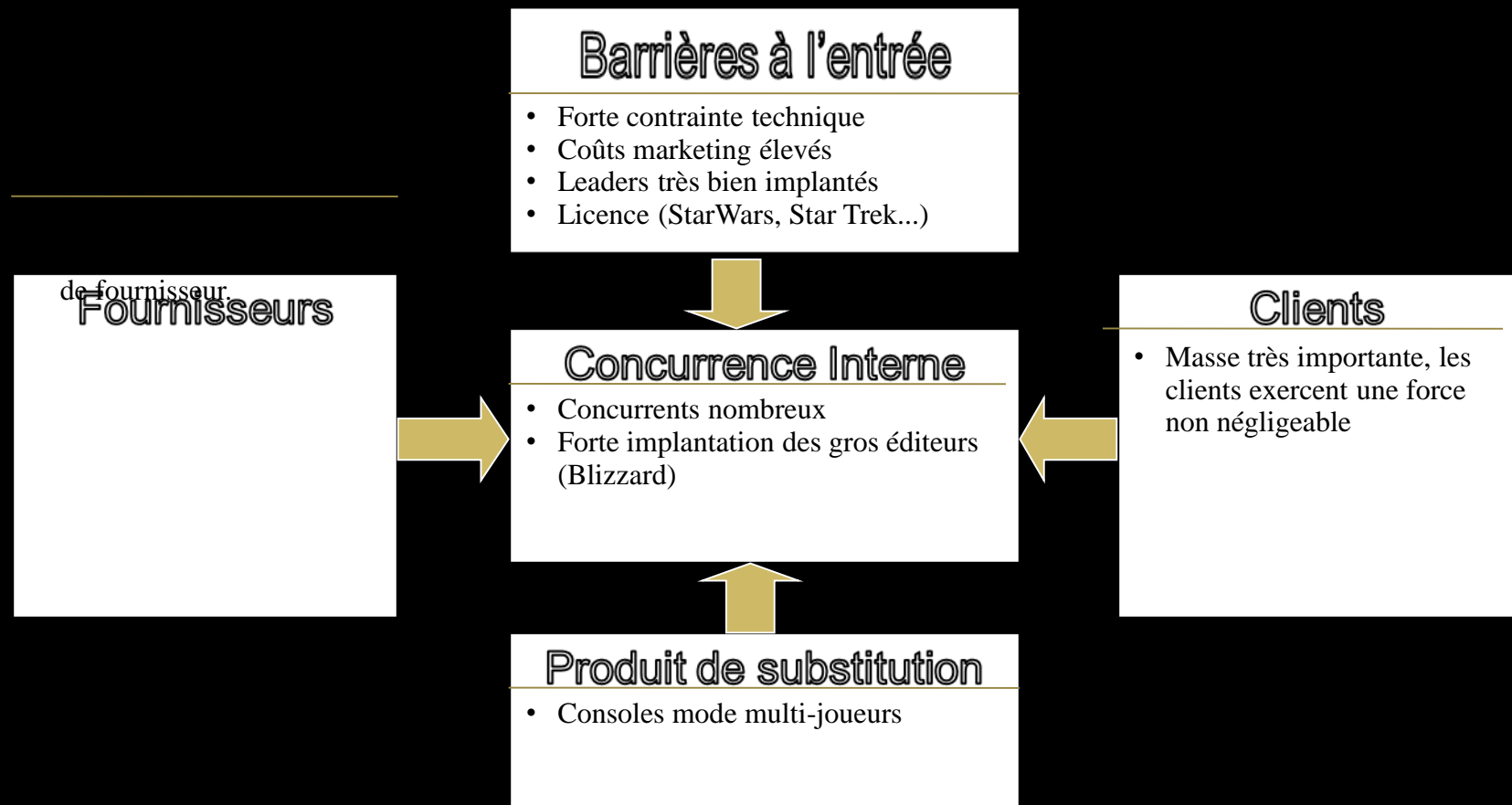
As we are on a Blue Ocean market there is no direct competitors on the market.

Even if a certain number of Space product are emerging or existing.

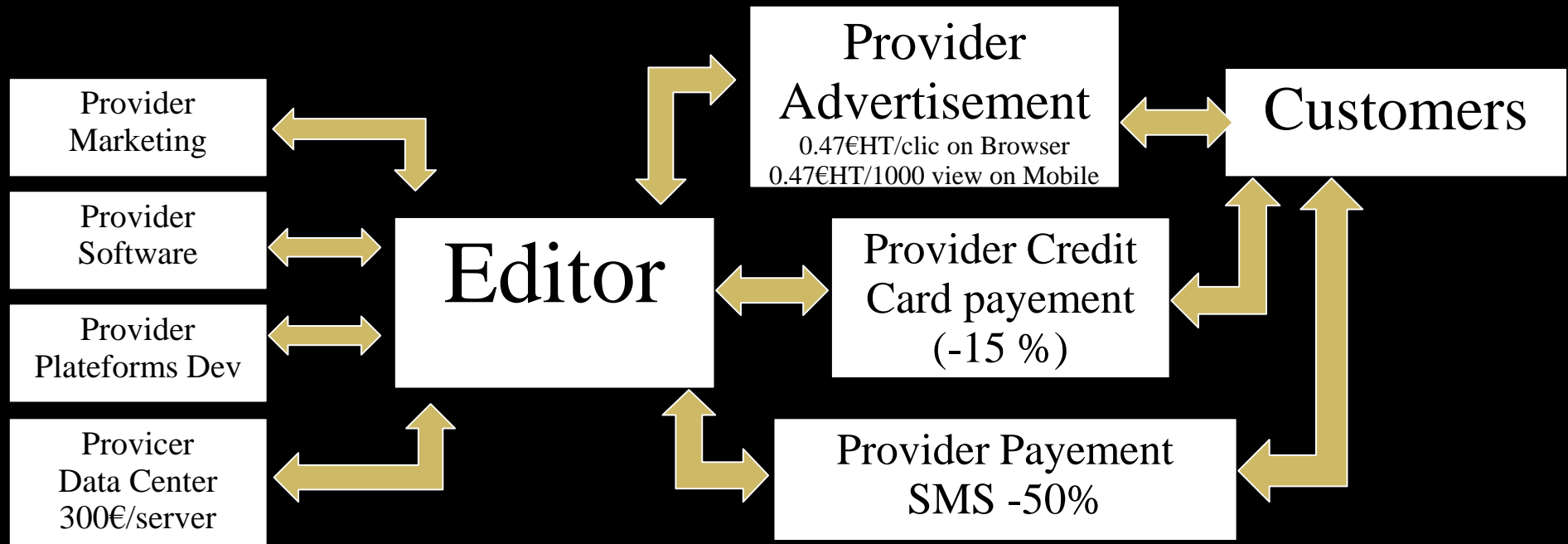
We can count on:

Eve Online, 300 000 Monthly active users

Ogame, with 2 000 000 Monthly active users and where there is a high risk where they come with a new cross platform Star Trek product.



Describe your position in the value chain: your partners & suppliers upstream
Principle by which you generate revenue & Nature of these revenues (product services, recurrence, average income/client)



Viral Marketing

The chosen roadmap is to use the viral marketing, asking players to invite their friends to play by offering gift or contests to win:

- Freemium accounts
- Goods
- Travels to Cap Canaveral...



... and special contests to win a **Ticket to Space** (by Virgin Galactic)

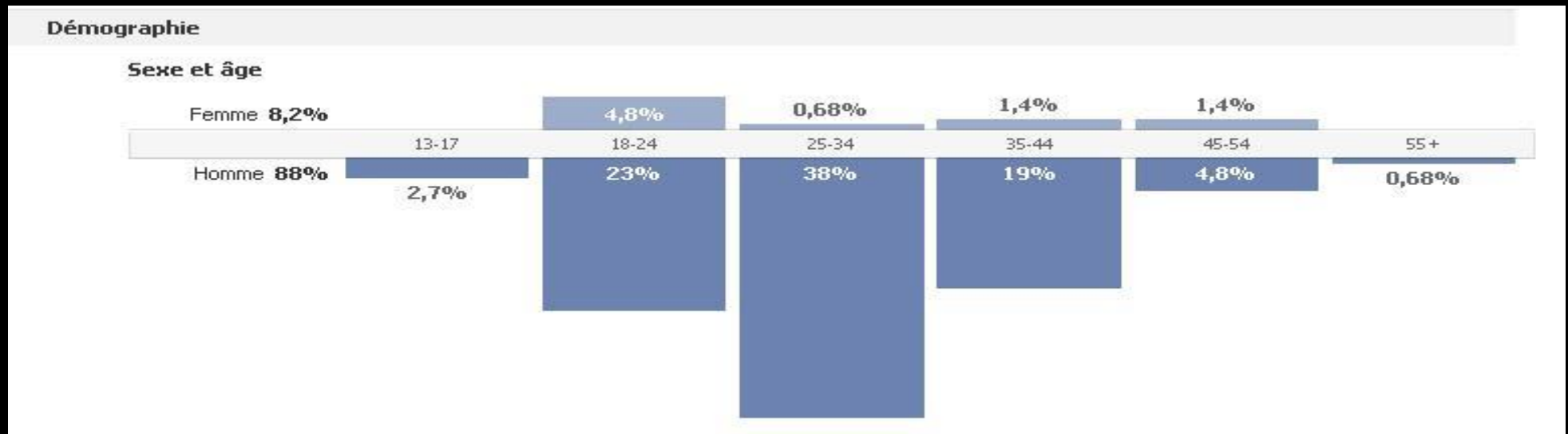
References

Since 2001, date of the first release, there is 300 000 players from all around the world that tried or used the game on the Pay to Play business model.

Currently there is 72 000 email addresses still valid to be used.

The customers are splitted as 50 percent on Europe, 40 percents on US, and 10 percents on China (including Taiwan).

There is currently some alliance on way to distribute the product in china by standard distribution market place.



Growth Forecasts

	2011	2012	2013	2014
Incomes	717 120€	10 202 976€	30 048 192€	50 756 544€
Server Costs	296 700€	4 495 500€	13 312 200€	21 194 400€
Salaries Costs	280 400€	1 127 200€	2 409 600€	3 903 600€
Marketing Costs	579 000€	860 000€	1 430 000€	1 750 000€
Working cost	65 000€	35 000€	50 000€	80 000€
Net Result	-439 045	3 685 276€	12 846 392€	23 828 544€

Financing Need

Financial need: 500 000€

Start-up Requirement : 140 000€

There is 579 000€ for Marketing, 300 000€ for servers renting and 280 000€ for the salaries of the team.

Incomes planned on the 2011 year is 717 000€

Main Milestones

Milestone

Business Setup 1/01/2011

Demo World Server open on PHP 1/04/2011

Integration of Pay-To-Play system 15/04/2011

Opening Beta access 30/04/2011

Public Beta until 06/2011

Online Retail Launch 07/2011

Key Success Factors

Key elements of the project that contribute to progression:

To be able to open the Chinese market we need a strong and solid community

The key success factor is the Browser product that will open the product to the social networks systems.

Acceleration Factors of the project:

Marketing Marketing and Marketing.

<http://www.youtube.com/watch?v=5ohNzHWL7FI>