



HITMARKER

ONE STOP GAMING SOLUTION



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Points of Discussion

This presentation will cover some of the following points:

01 Problem and solution

02 Market

03 Channels and Funding

04 Revenue Model and streams

Problem

- Wastage of gaming talent and prodigies of Pakistan
- E-Gaming competitions are not channelized
- Lack of professional gaming experience

Solution

01 Available solution

- Gaming hub
- Nges.pk
- Orange gaming zone
- Fariya

02 Our solution

- Casual gaming zone
- Professional gaming on international standards
- Professional gaming coaching service
DAZR...WILDEITY...HSB...POKEMON
- Professional gaming workshops
- Competitive Monthly Tournaments
- Hitmarker to compete on international level
- Family gaming zone partition

Market

01

TAM

Gaming zone Service : 34.5 B

Coaching Service : 690 B

Total TAM : 724.5 B

02

SAM

Gaming zone Service : 2.5 B

Coaching Service : 50.5 B

Total SAM : 53 B

03

SOM

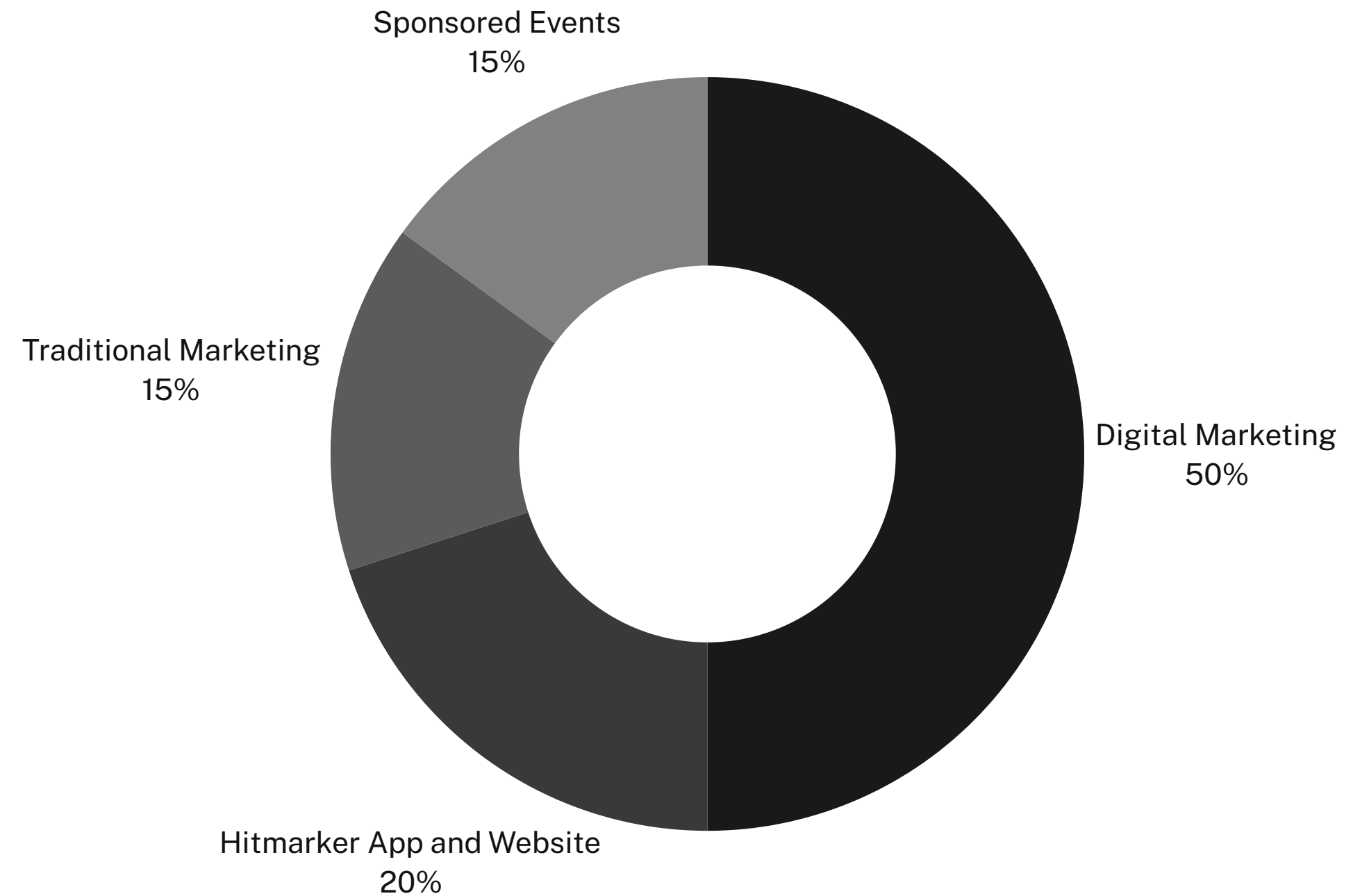
Gaming zone Service : 150 M

Coaching Service : 3 B

Total SOM : 3.15 B

How We Acquire Customers

- Digital Marketing
- Hitmarker App and Website
- Traditional Marketing
- Sponsored Events



TARGET MARKET



■ 01 Geographic Segmentation

- Bahadurabad
- Sharfabad
- Tariq Road
- P.E.C.H.S society

■ 02 Demographic Segmentation

- Male: 10 - 45
- female: 18 - 25

■ 03 Psychographic Segmentation

- Middle to upper class

■ 04 Positioning

- One stop gaming solution

Analysis

01 Strengths

- First mover advantage
- Peer Funding

02 Weaknesses

- Slow Progress
- Lack of Experience

03 Opportunities

- Capitalize an uncontested Market
- High Risk - Very High Reward)

04 Threats

- Volatility in Internet quality
- Electricity Problems, Economic Conditions)

Revenue model

- 01 Subscription based model
- 02 Sales based model

Revenue Streams

- 01 Direct Sales through footfall
- 02 Advertisements
- 03 Monthly Membership
- 04 Sponsored Events

Financial Details

01

One time Expense : 6,788,500 PKR

02

Monthly Expenses : 410,000 PKR

03

Revenue : 760,000 PKR

04

Profit : 350,000 PKR

Fundings

01 Bootstrapping

02 Peer funding

03 Gaming sponsors

Advertisement



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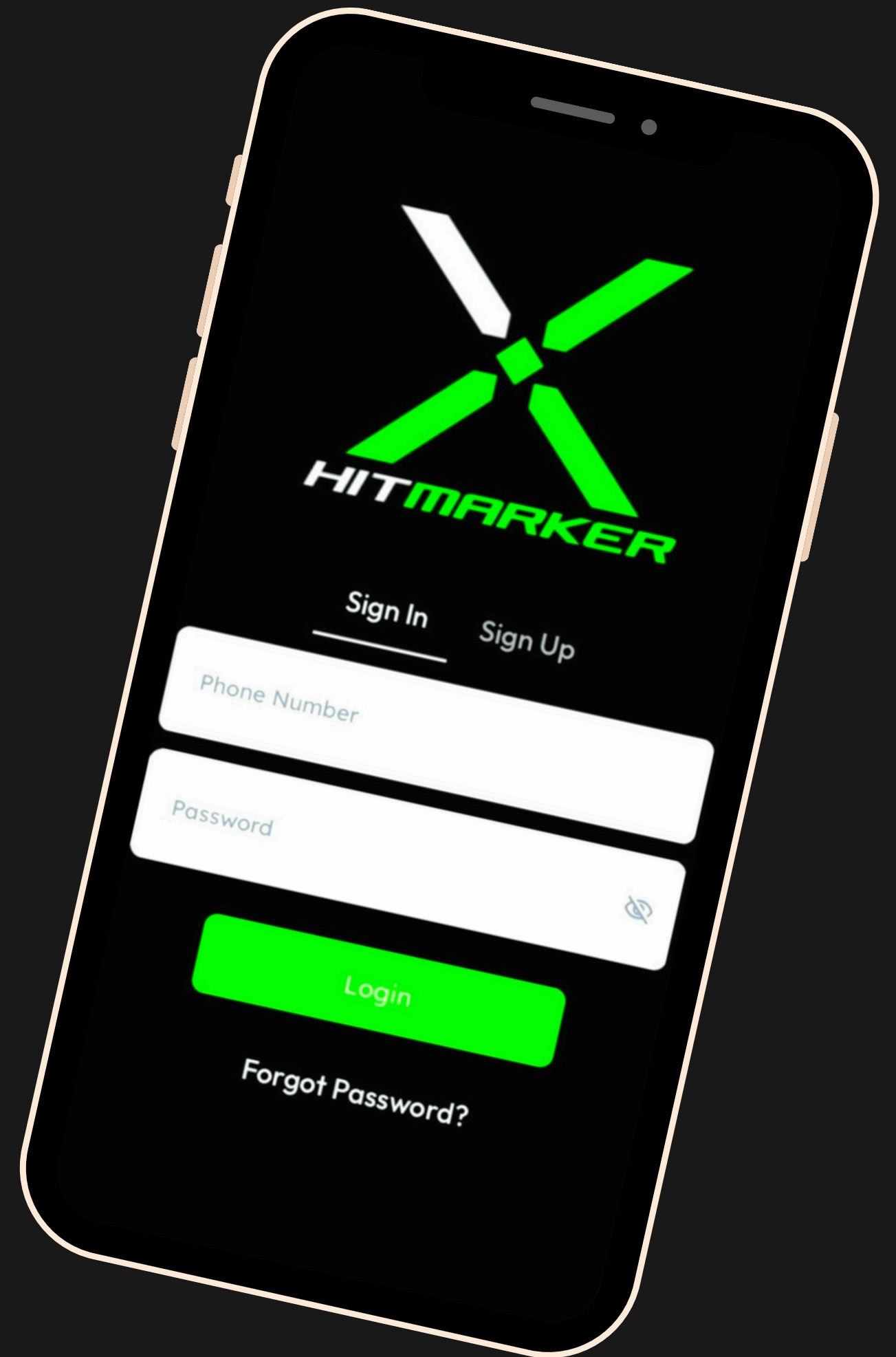
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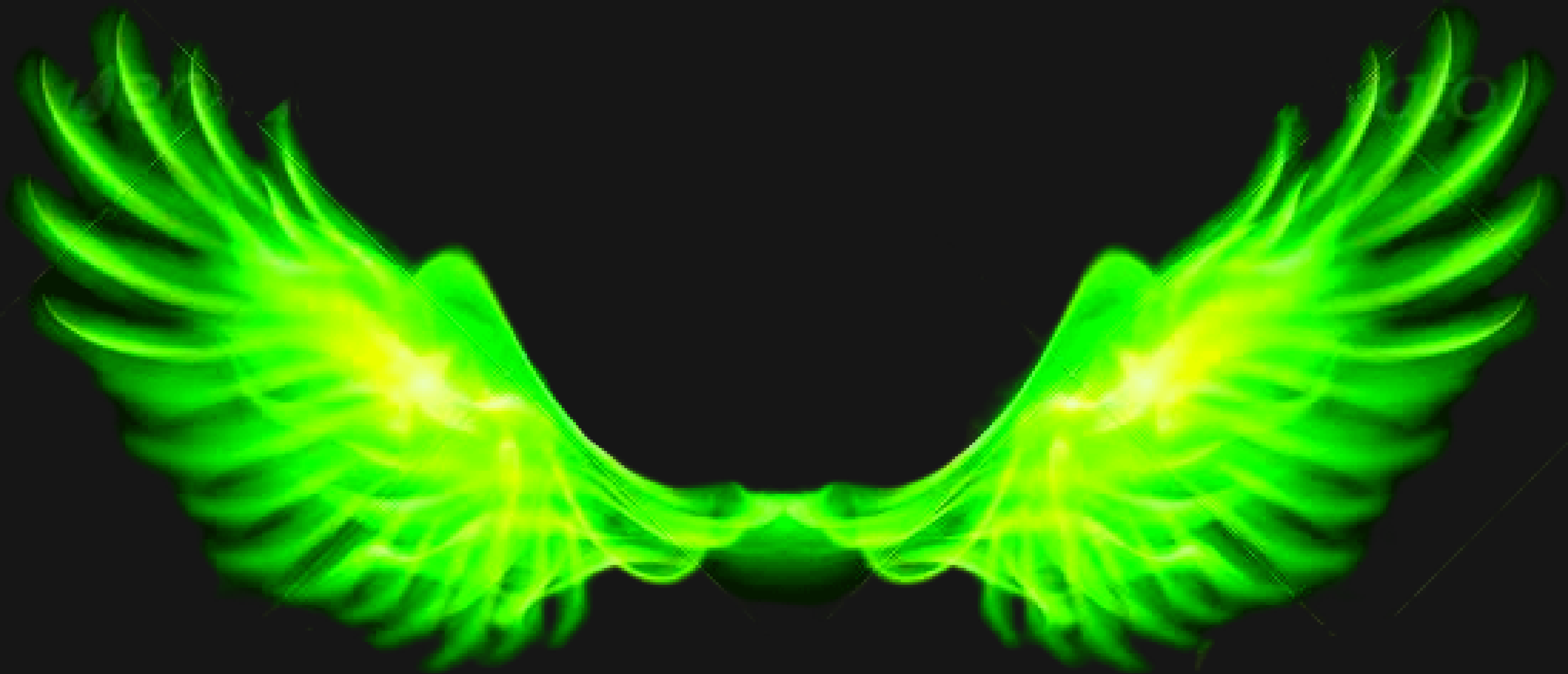
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Any Questions



Thank you

