

Task 1: Prepare a one-page company profile

Providing an overview of Zeta's business model and key financials. Note: Zeta is a fictional company

Here is the background information on your task

In this task, you will focus on Zeta Inc., a leading IP-based game operator and publisher in China. Zeta Inc. focuses primarily on IPs relating to well-known cultural products and art works, such as icons or characters from popular animations, novels, and motion pictures, which have a significant fan base, market acceptance and commercial value.

For the background information on your task, please review the Zeta Information Pack. A company profile is usually the simplest and fastest way to present the company in an easy-to-understand format.

Here is your task

Based on the information pack provided, please extract the relevant information and populate the 1-pager PowerPoint for Zeta.Inc.

We recommend you going through the Zeta information pack section by section.

- For Company Overview, summarize the company description along with the most important operating metrics.
- For Industry Overview, outline the market size and competitive landscape.
- For Business Model, it would be helpful to include a diagram illustrating the key parties in the company's ecosystem and how they interact with one another.
- For Summary Financials, present key financial numbers in the form of embedded charts.

