

Games As A Service

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Problem Statement:

The mobile gaming industry is growing rapidly, with an estimated 2.7 billion gamers worldwide. However, game developers face challenges in effectively distributing and monetizing their games, especially for smaller developers with limited resources. Here are some of the key problems we are trying to solve:

1. Limited distribution channels: Small game developers often struggle to get their games in front of a large audience. The existing distribution channels, such as app stores and social media platforms, are highly competitive and dominated by large players.
2. High user acquisition costs: Even when developers manage to get their games listed in app stores, the cost of acquiring users through paid marketing can be prohibitively high. This makes it difficult for small developers to compete with larger companies with bigger marketing budgets.
3. Limited monetization options: Many game developers rely solely on in-app purchases or ads for revenue. However, the effectiveness of these monetization strategies can vary widely and are often not enough to sustain a profitable business.

At Arclight Games, we believe that we can address these challenges through our innovative distribution and monetization platform. Our platform allows game developers to reach a wider audience with zero user acquisition costs and provides multiple monetization options to maximize revenue.

Solution:

Arclight Games is focused on providing a seamless and cost-effective platform for game developers to distribute their games to a large audience. We are currently live on Glance, a lock screen content platform with 300 million active users, and will soon integrate with Jio Games, a gaming platform with 400 million users.

We have developed a unique distribution strategy that allows us to acquire users at zero cost from a product marketing point of view, enabling us to provide our users with free-to-play games without the need for in-app purchases. This approach results in high engagement rates and strong retention, as well as the ability to generate revenue through advertising.

Our platform also provides game developers with access to valuable data insights on user behavior and preferences, allowing them to optimize their games and improve monetization strategies.

With our growing user base and expanding partnerships, Arclight Games is well-positioned to become a leader in the mobile gaming industry.

Market:

The mobile gaming industry has experienced tremendous growth in recent years, driven by the increasing penetration of smartphones and the availability of high-speed internet connectivity. According to Statista, the global mobile gaming market size was valued at \$77.2 billion in 2020 and is expected to grow at a CAGR of 14.3% from 2021 to 2028.

Furthermore, with the increasing adoption of mobile gaming in emerging economies and the rising popularity of mobile esports, the market is expected to witness significant growth in the coming years. In India, the mobile gaming industry is expected to grow at a CAGR of 40% to reach a market size of \$2.8 billion by 2022, according to a report by FICCI and EY.

Arclight Games aims to capitalize on this growth by offering a unique distribution strategy with zero user acquisition cost, low operating costs, and high revenue potential. With its current presence on the Glance platform, and upcoming integration with Jio Games, Arclight Games is poised to capture a significant share of the growing mobile gaming market.

The Business Model

- Arclight Games generates revenue through in-game advertising and partnerships with brands, as well as revenue sharing with game developers.
- Our current revenue streams come from the two games that are live on Glance, with plans to integrate with Jio Games next month.
- We have a portfolio of 15 games approved for publishing on both Glance and Jio, which will further diversify our revenue streams.

Traction:

- Generated revenue of 526000 INR to date with an operating cost of 240000 INR
- Achieved a daily active user count of 12-13k and over 300,000 monthly active users
- Instantly available games with no downloads, reducing the friction of downloads for users
- Partnership with ITap, Mx Player, Glance, and Jio Games

This shows the progress made by Arclight Games in terms of revenue, user acquisition, and partnerships with other platforms. It also highlights the unique feature of instantly available games, which sets Arclight Games apart from other gaming platforms that require downloads.

Marketing and Sales

Our team includes industry veterans Juhi and Anirudh, who bring over 30 years of experience in advertising, sales, and technology partnerships. They are leading our efforts to form strategic alliances with other platforms to integrate our games.

Juhi has over 15 years of experience as Cluster Region Head at Sony Pictures Network and has been instrumental in driving growth and revenue for the company.

Anirudh has worked as a consultant and in technical leadership position with various companies to drive engagement.

With the above expertise, we are confident in our ability to reach new audiences and drive user acquisition through these partnerships.

Team

Name: Juhi Mittal

Role: CEO

Current Experience: Cluster Region Head at Sony, responsible for \$16 million topline billing

Name: Anirudh Dey

Role: CPO & CTO

Previous Experience: Tech Lead at Nazara Technologies, Technical Architect at Gaming Monk,
Product Manager at FirstBlood

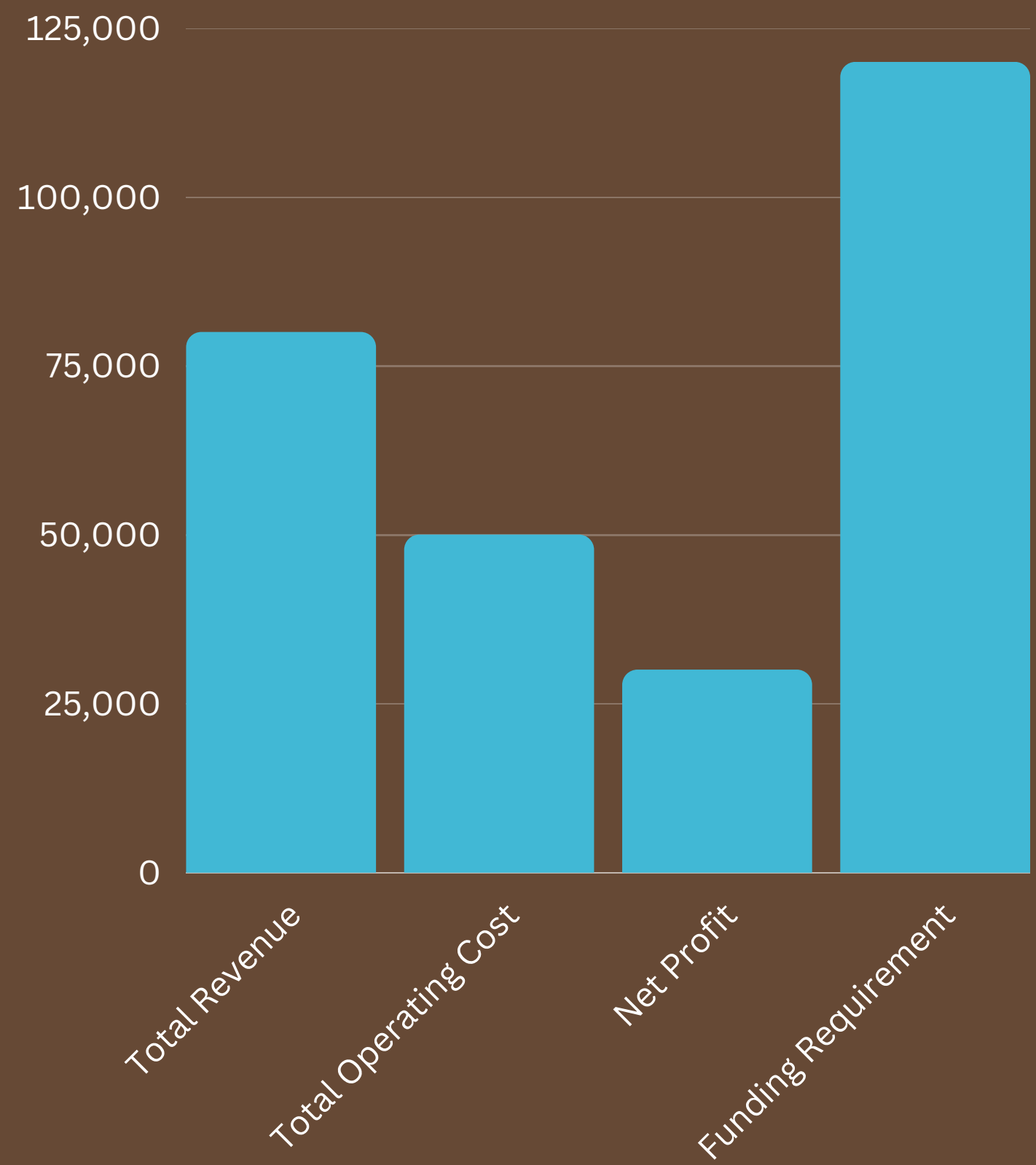
Financial Projections and Funding Requirements

We have a solid business model with healthy margins. Currently, we are burning \$250 and earning \$500 per month.

We are now looking to raise \$120000 in funding to accelerate our growth plans. This funding will be primarily used for expanding our team and investing in product development.

We plan to hire additional team members in design, engineering, and data science. This will help us create better and more engaging games for our users. With the additional funding, we aim to increase our revenue and user base significantly.

Financial Projections and Funding Requirements



TOTAL REVENUE - 80000 USD

TOTAL OPERATING COST - 50000 USD

NET PROFIT - 30000 USD

FUNDING REQUIREMENT - 120000 USD

Milestones

- Q1 2022: Arclight's first game goes live on iTap
- Q2 2022: Launched game on MX Player
- Q3 2022: Reached 50,000 MAU
- Q4 2022: Launched 2 Games on Glance
- Q1 2023: Reached 300,000 MAU
- Q2 2023: Secured partnership with Jio Games.

Projected

- Q3 2023: Reach 500,000 MAU
- Q4 2023: Launch 15 more games on Jio Platforms and Glance

OUR ASK

- Our goal is to raise a total of 120,000 USD in funding for 5% of the company.
- The funding will be used to achieve the following milestones:
 - Hiring additional team members in design, engineering, and data science to enhance our product offerings and improve user experience.
 - Expanding our game library by developing and publishing more games.
 - Marketing and advertising our platform to reach a wider audience.
- With this funding, we aim to accelerate our growth and increase revenue streams.
- We are seeking investors who share our vision of revolutionizing the mobile gaming industry and are excited to join us on this journey.