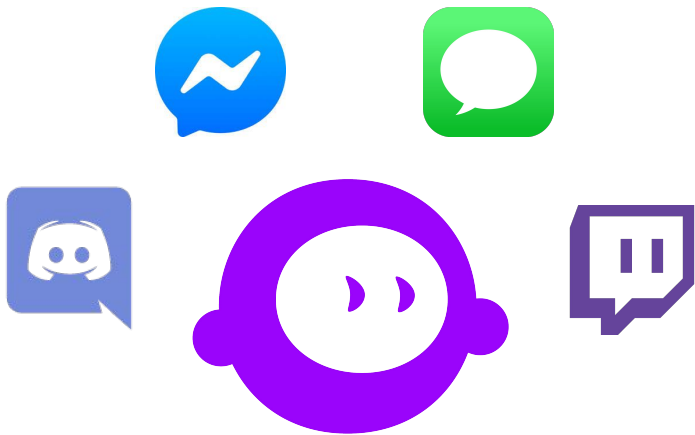




*Game together. Create together.*



## **THE PRODUCT:**

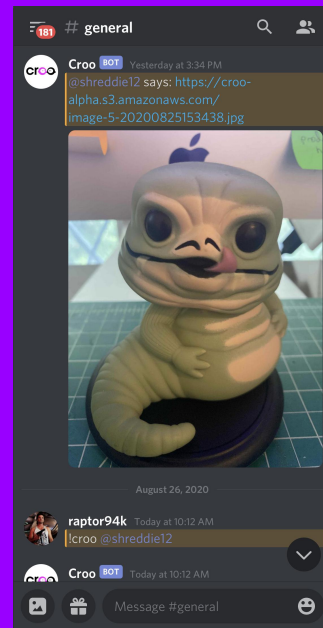
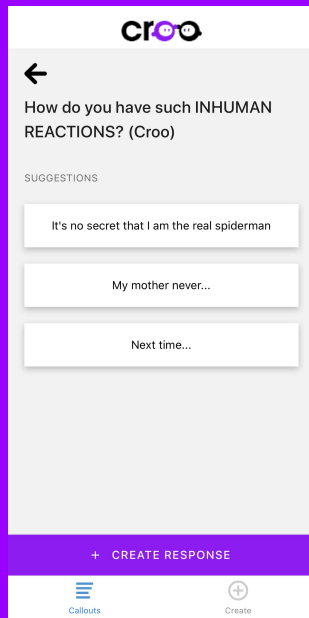
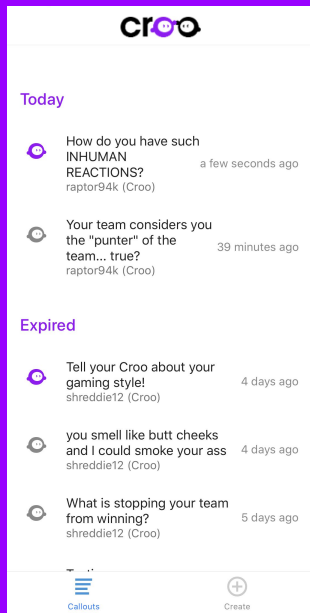
Croo is a group focused, content creation platform for gamers that connects to the communication services they already use.

# What can you do with the Alpha?

Callout your friends on Discord to talk SMACK, Strategy, and more!

Respond to prompts via the Croo App with a richer content experience

Upload videos, audio, images, GIFs over 8MB to your Discord



# iOS & Android Installation Overview

## iOS

- 1.) Complete the alpha intake survey ([here](#))
- 2.) [DISCORD ADMIN ONLY] Install the Croo Discord Alpha bot on your server ([here](#))
- 3.) [EMAIL #1] You will receive an email where you must login to your Apple account to accept the Croo developer invitation (NOTE: you do not need to download App store connect)
- 4.) [EMAIL #2] You will receive another email inviting you for testing, click “View in Testflight” (NOTE: there may be a delay receiving this email of up to an hour as we need to manually approve you)
- 5.) Download Testflight from the App Store on your mobile device
- 6.) Open Testflight to install the Croo App (NOTE: if you accessed EMAIL #2 on your desktop you will need to enter in your redeem code during this step)
- 7.) In Discord, type !activate
- 8.) Type your unique referral code from your Discord DM into the Croo mobile app
- 9.) Done! Start talking SMACK!

## Android

- 1.) Complete the alpha intake survey ([here](#))
- 2.) [DISCORD ADMIN ONLY] Install the Croo Discord Alpha bot on your server ([here](#))
- 3.) Click this link to begin app download process ([here](#))
- 4.) Accept the invitation to participate in the Alpha
- 5.) Follow the instructions to download the Croo mobile app on the Play Store
- 6.) In Discord, type !activate
- 7.) Type your unique referral code from your Discord DM into the Croo mobile app
- 8.) Done! Start talking SMACK!

# About the Alpha + DISCORD

## **What is an alpha?**

*An alpha is an early version of a product that is unstable and not feature complete.*

## **Why are we doing an Alpha?**

*We are trying to learn more about how gamers use Croo to improve their daily gaming experience with their group of friends.*

## **What we need from you?**

*There are a lot of features we want to build, but we're trying to learn which features gamers want the most so we can focus on them. We need your feedback to help test some of our assumptions and develop the future of Croo.*

# Our Philosophy

We believe that **reinventing** digital socialization through video games represents our greatest opportunity to **improve the way gamers live and communicate**. Our product **empowers** people to express themselves, feel connected, and have fun together.

# Questions? Bugs?

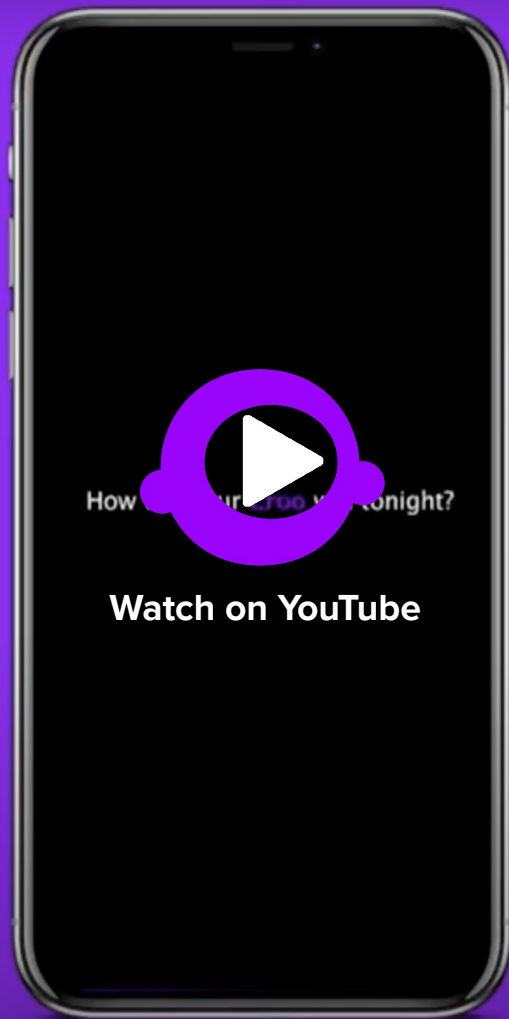
We tried to make things as user-friendly as possible, but Alpha applications are prone to bugs and misunderstandings. Please join our Discord server to help provide feedback on the product, meet other Alpha testers, and stay up to date on the latest releases.

**Croo Alpha Testing Discord Community:**



<https://discord.gg/ZU99gUJ>





We hope you  
enjoy testing  
Croo!



# Meet the Founders!

Eddie and Jordan are both lifelong gamers. They met in grad school after Jordan declared his 2k+ collection of retro video games to our entire MBA class during introductions.

They quickly became close friends and embarked on solving a problem in the gaming space.

They were frustrated by the severe drop off in communication when they were done playing games with their friends.

Along came Croo, a content creation platform aimed to help extend the experience for your gaming croo.



**Eddie Mele**  
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**Jordan Garcia**  
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jgarcie@croo.app



*Game together. Create together.*