**G-TOOLS COMPANY PRESENTATION**Good afternoon everyone and welcome to this presentation of G-Tools, an all new and upcoming company based around gaming and tools. Or G-Tools.   
  
**CONTENTS**I have prepared several slides for you to give you a clear overview of who we are, what we do, and what we hope to be doing in several weeks, months, or even years. First, I will introduce myself and the company, talk a bit about how we came to exist and where we are located. Afterwards, I will talk about our product in greater detail as well as the market for it, so the people it may interest. Finally, I will show and discuss some key figures and round it up by talking about our future plans and prospects.   
  
**WHO ARE WE? 1**So who are we? Or rather, who am I? Since I am the only one here presenting today, I will start of with introducing myself. Hello! My name is Leon Oelen and I am one of the Co-Founders of G-Tools. I am a devoted gamer and I have been for as long as I can remember. I have a deep understanding of gaming culture, how games have evolved, as well as what comes to play when developing websites, platforms, or even games. I am a Bachelor of Engineering in Information Technology and my studies have helped me gain deeper knowledge about development and its stages.   
  
**WHO ARE WE? 2**So who are we as a company? We are a tight-knit group of avid gamers as well as developers. We mix and match our needs when it comes to gaming and its platforms with our knowledge about development to create something that is actually meaningful and useful. Due to our knowledge of gaming, we have a strong understanding of individual needs consumers may have and we can cater to these needs accordingly. Finally, we have a strong and deep desire to work with the biggest game tycoons so we can create something that lasts and can be endlessly improved upon.   
  
**FOUNDATION**You may wonder how all of this came to play and how the company was formed. The idea was mostly coincidental, as I realized that there are way too many platforms and resources for everything when you play multiple games. I found myself looking at the World of Warcraft Armory to see how my World of Warcraft characters are doing, then onto the Raider.IO platform to see how well they are progressing in terms of dungeons and raiding, then I went off to Steam to check on my games and which ones I should consider playing next... Basically hopping from platform to platform, while utilizing their APIs would allow me to do all this from one singular platform.   
  
So I started planning and writing out the idea, followed by me sharing it with a group of my friends online, as well as some developers who may be interested... and there we have it. A solid foundation for what started as a simple idea.   
  
**LOCATION**Where are we based? Well, I can tell you that we have developers, gamers, and contributors located all over the world. We are cooperating digitally without having a physical office. This allows us to work around the clock, be more accessible, and cater to deeper aspects such as different cultures.

**PRODUCT DESCRIPTION**A good core description of our product would be that we are developing individualized widgets for a central application, for both desktop and mobile. Nearly every game nowadays hosts some sort of public data on a public API, data which is accessible by anyone with some degree of development knowledge. Whether you want to fetch certain information about your World of Warcraft characters or access your friend list on Steam from another application, all of this is possible.   
  
Our developers will utilize these APIs and create whatever widgets you may be interested in and filter the data that you want to see on your G-Tools dashboard. You could have a singular dashboard displaying all sorts of information from your favourite games without needing to access different platforms. You can move these widgets around, resize them, and switch them out for different widgets, whatever fits your needs.   
  
By developing individual widgets based on personal needs of our users, we can add these to a library of our own, which allows other users to use the same widgets, perhaps with different filtered data. These widgets can we recycled by whoever may be interested in them. Once this public library is big enough, the sky is the limit.   
  
**PRODUCT MARKET**It might be obvious already, but it is still good to mention what kind of groups we are trying to target with our products, and who we would want to work with. Our product market consists of gamers, developers, and... game developers.   
**KEY FIGURES**  
Let us talk about some key figures. This first one is a little boring but still very helpful when trying to understand just how massive the gaming industry is. These 2018 statistics from newzoo, which also predicted the market for 2019, 2020, and 2021, shows that Mobile gaming is on a massive rise, while the PC and Consoles market stayed very much the same. A way to interpret this is that Mobile gaming introduces gaming to a whole different group of people, a more casual group of gamers, while gamers who play on PC will stick to PC and gamers who play on Console stick to Console.

This second figure shows a lot more interesting information. The average gamer is 35 years old, which to me personally indicates that people who start gaming, usually keep gaming. The share of women playing video games has risen immensely over the years and gaming is no longer considered just a men’s or boys’ thing. Finally, the average number of years gamers have been playing video games is 13. This is confirmation of my earlier statement that people who start gaming, usually keep gaming.   
  
**FUTURE PROSPECTS**  
This slide is where we wrap things up and talk about our future goals. Firstly, our biggest goals include the development of a massive, but free platform full of widgets that fetch data from your favourite games, which can be chosen and filtered by you as a user. Secondly, these widgets and the dashboard in general can be fully customized, much like the FitBit dashboard which you can see here on the right. Finally, we aim to keep this platform fully free of charge or intrusive ads. It would be fully funded by sponsors and collaborations with game developers.   
  
**CLOSURE**That was it from me and G-Tools, thank you so much for your attention and I hope this presentation as well as our intentions and goals were clear and I hope that you will remember us when you find yourself browsing numerous different platforms wishing that it’d all be a bit easier and more personalized. If anyone has any questions or feedback, I’m all ears!