

BETABUSTERS

PC GAME TESTING PLATFORM

TEAM 13

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Agenda

- 1 Our product
- 2 Commercialisation plan
- 3 Market sizing
- 4 Intellectual property
- 5 Q&A



BETABUSTERS

01

Customer

Smaller game developers

02

Problem

Biased testing feedback.
No access to AI testing services(4)

03

Solution

Testing platform using AI facial
emotion recognition

Benefits for gamers



- Earn money through reward programme
- Enjoy playing new games

Benefits for developers

Betabusters

Testing Demos +

Gamer number : 133

[Download Report](#)

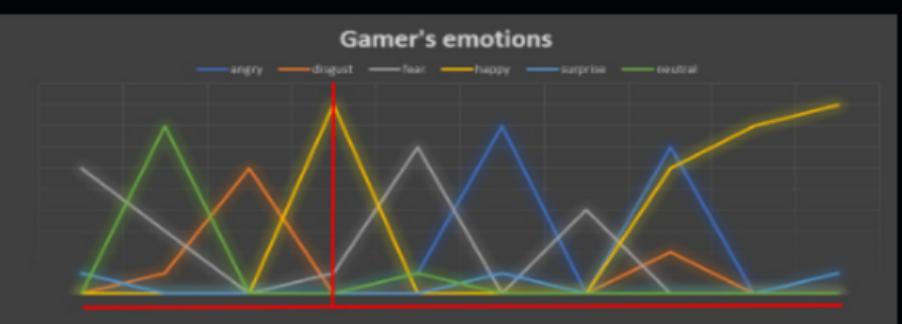
[Gamer 1](#)

[Gamer 2](#)

[Gamer 3](#)

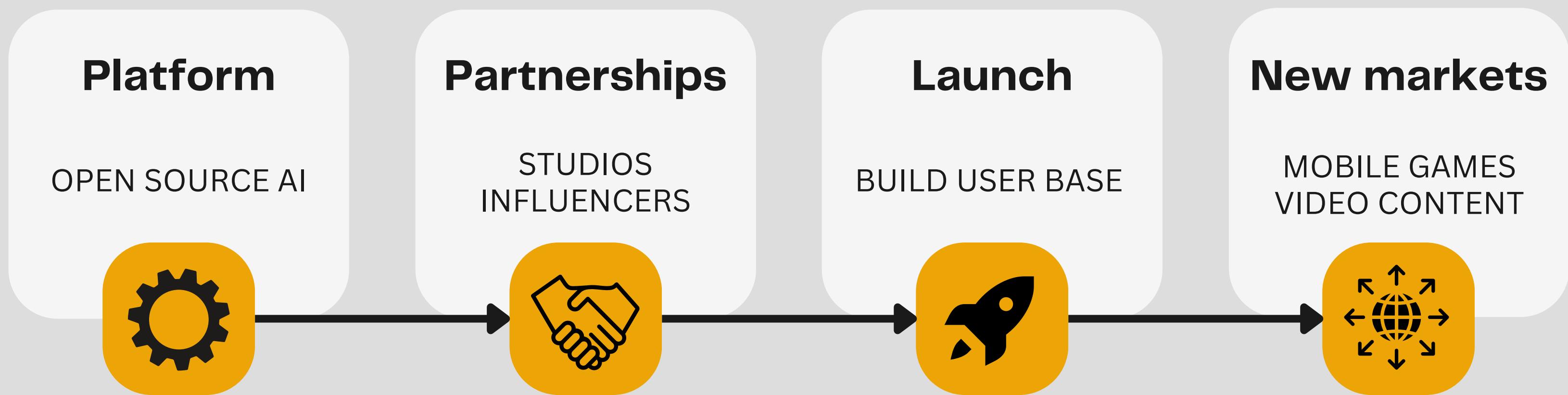
[Gamer 4](#)

Bug Studio



- More accurate feedback reports analysing facial expressions
- Exposure to the games

Commercialisation plan



Revenue stream

Freemium business-model

- Free for all gamers
- Free trial + charge for developers

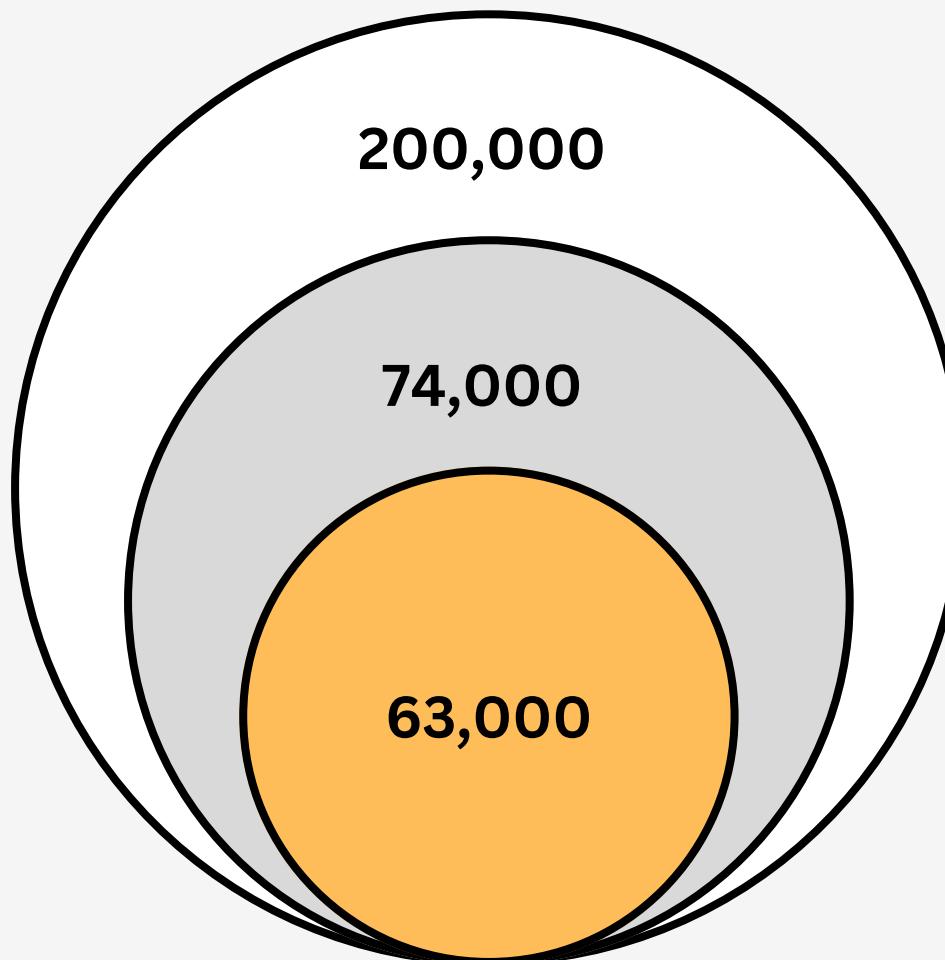
Advertisements

Costs

**Software
Maintenance
Servers
Marketing**

Market size

PC game developers



TAM

Game developers worldwide(1)

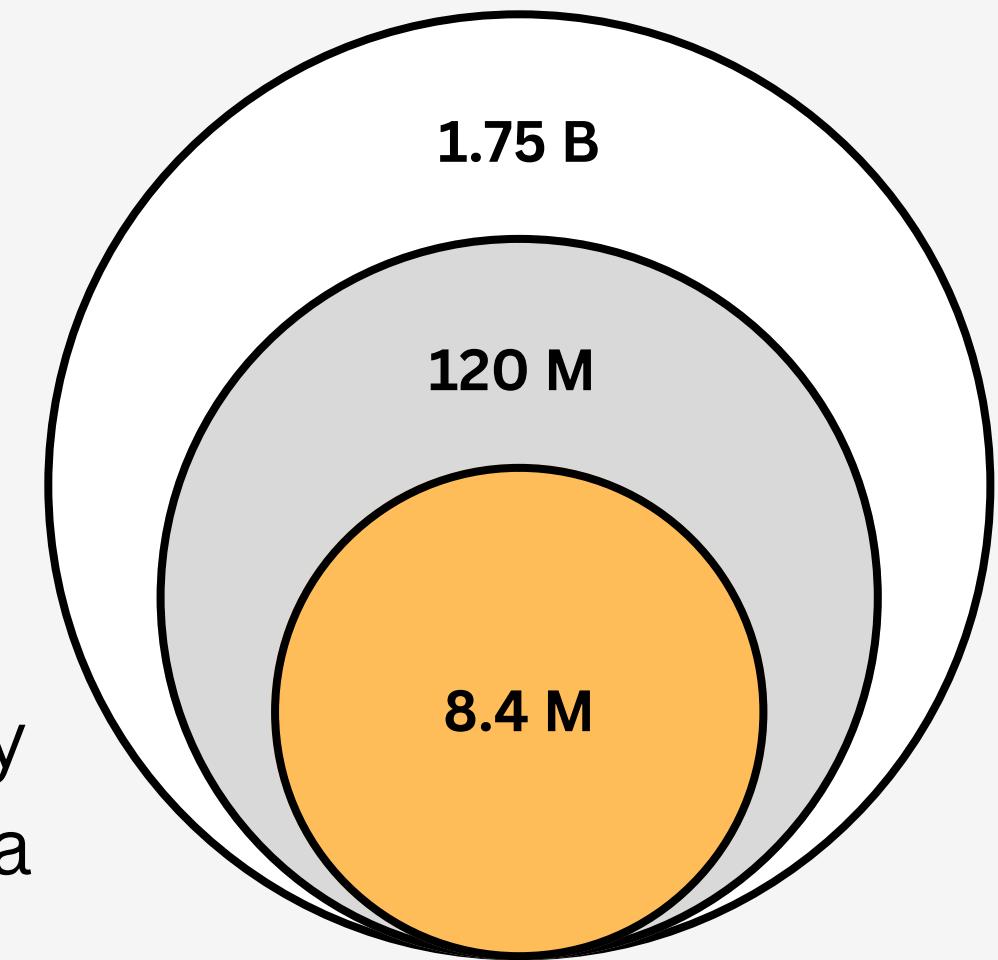
SAM

37% are indie and individual devs(2)

SOM

15% are not interested because of finances and leaks

PC Gamers

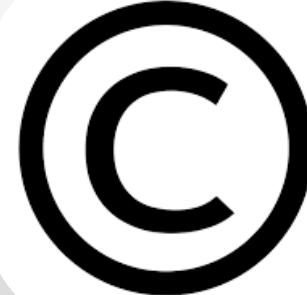


Intellectual property



Patent

No novel invention
No need
Open-source resource



Copyrights

Dashboard
Software
Creative commons
licence
Attorney



Trademark

Name
Domain
Logo



Trade secrets

Analysis software
Faster analysis



Competitor

Alternatives present,
but not with same
technology and service

Thank You
FOR YOUR TIME
Q & A

Appendix

Further Opportunities

1

Partnerships with game engines e.g. Unreal

2

Partnerships with Steam (BetaBusters extension)

3

Markets: video content, mobile games

Current common ways of Game Testing Service

- Functionality Testing
- Combinational Testing
- Exploratory Testing
- Compatibility Testing
- Cleanroom Testing
- Play Testing
- Regression Testing

Investment/price-points



Investment

Domain and name purchase (around 100 pounds and the a AMF)
Servers



Developers

Free for 'x' hours and then, pay per hour of feedback or subscription.
YouTube concept



Gamers

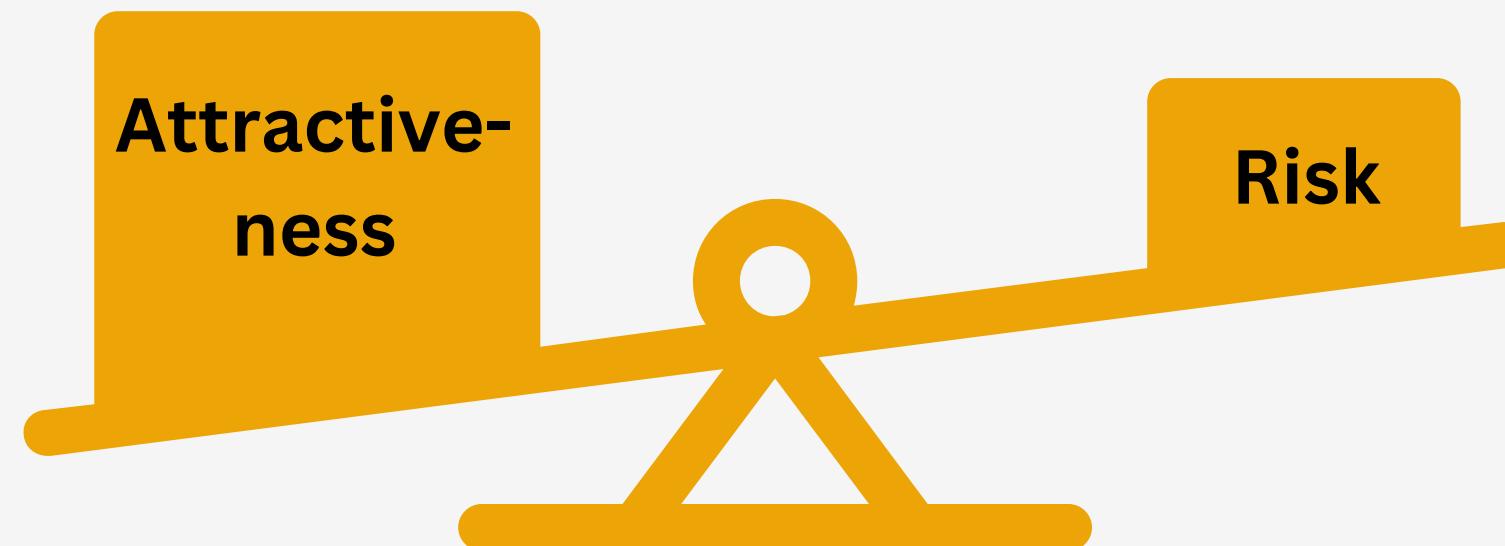
1000 points = 1 pound
points per hour change game by game

Attractiveness

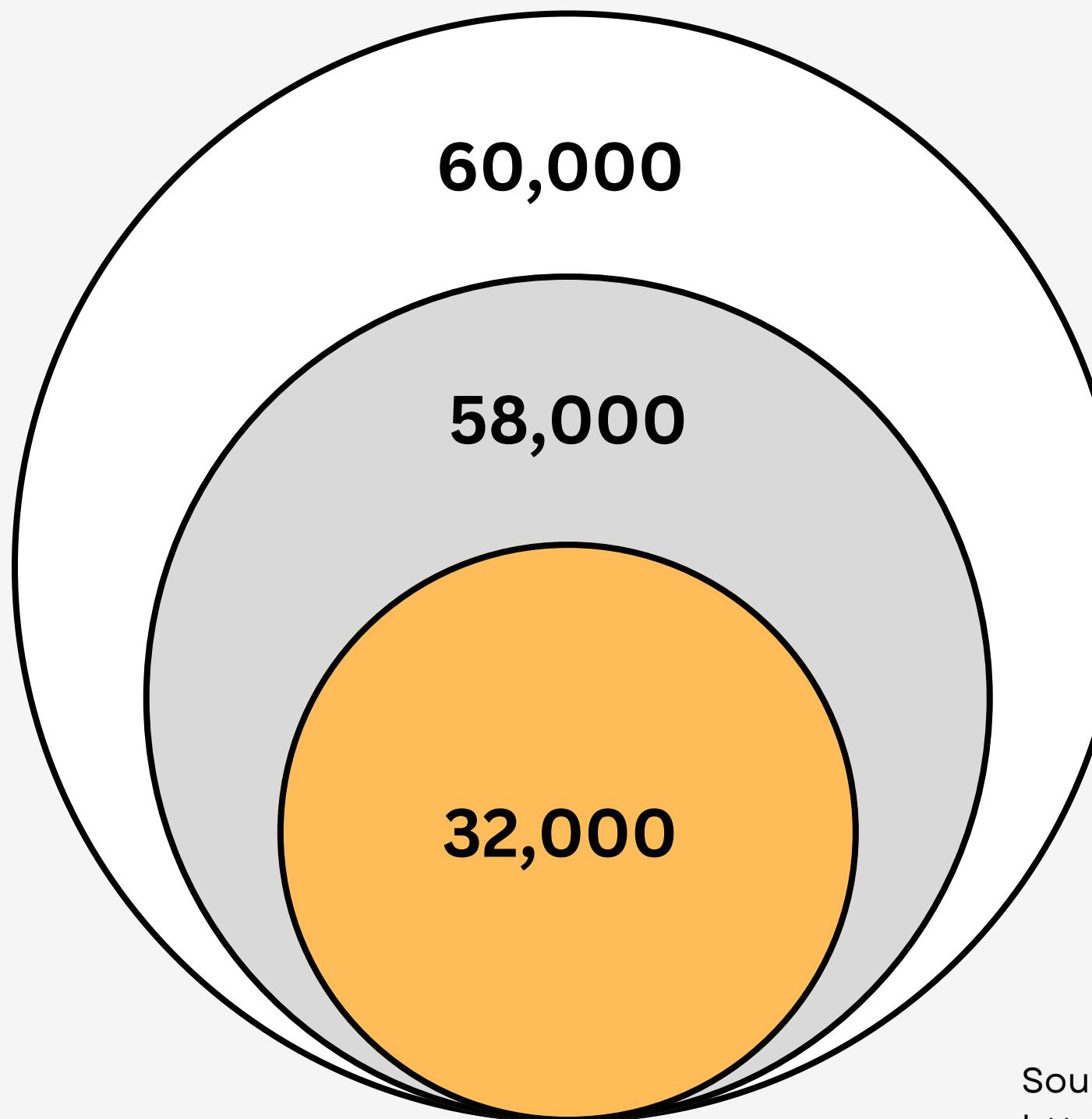
- Competitor advantage
- Value proposition
 - Unmet needs
- Gamer engagement
- Regulatory pathway

Risk

- Leakage of ideas
 - Non-disclosure agreement
- Scalability
 - Expand to other markets
eg. video content



Market size for Games



TAM: Overall, there are now over 60,000 games on Steam.

SAM: 96% of Steam games are Indie games.

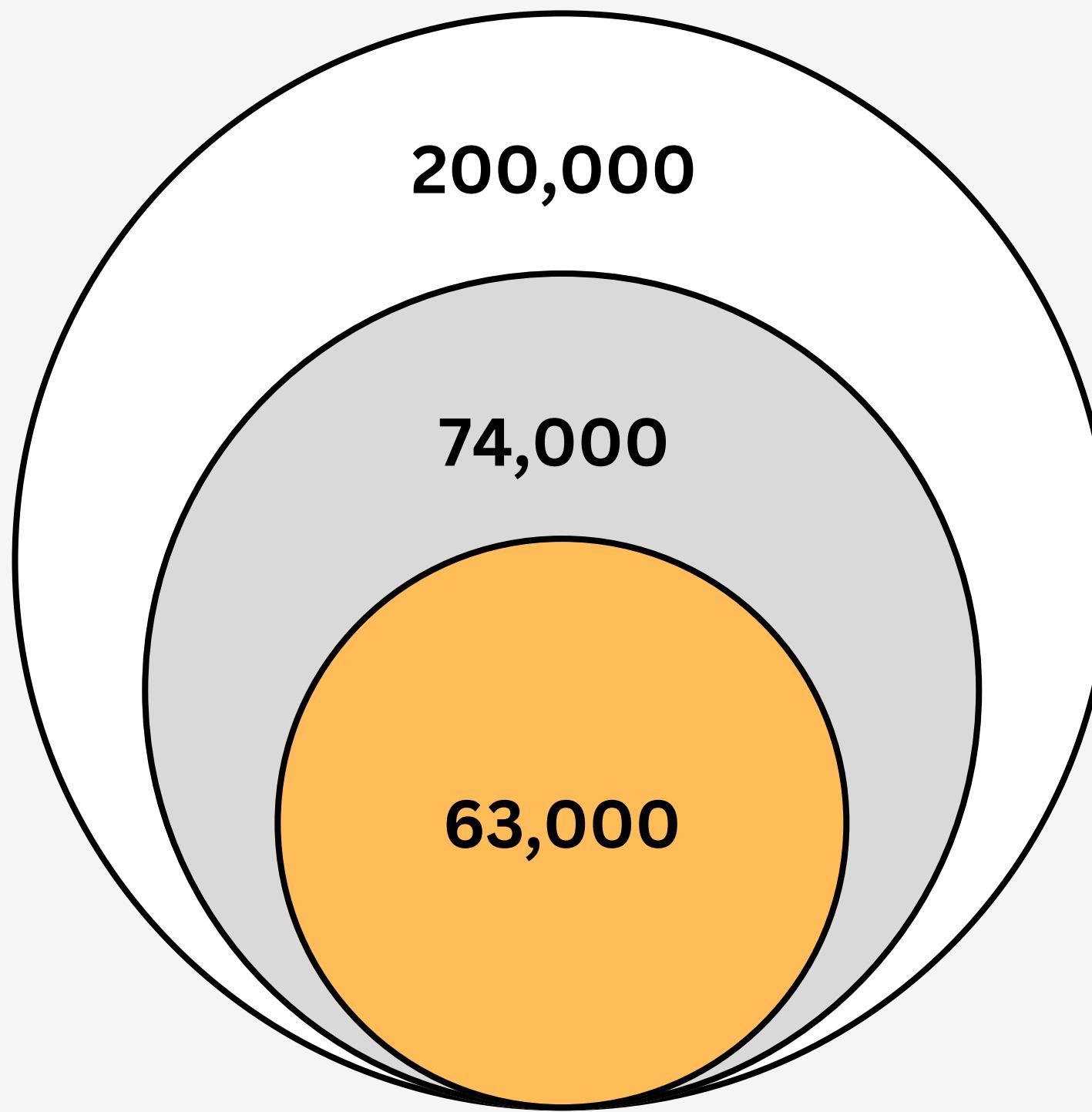
SOM: 53% of them are indie games which could be profitable

Sources

<https://steamspy.com/year/>

<https://vginsights.com/insights/article/indie-games-make-up-40-of-all-units-sold-on-steam>

Market size – PC Game Developers



TAM: Around 200,000 game developers worldwide including big companies and indie game developers

SAM: Approximately 37% of game developers identify as Indie studios and Individual developers i.e. around 74,000

SOM: Assuming 15% of indie game developers are not interested in our platform including financial and confidentiality issues.

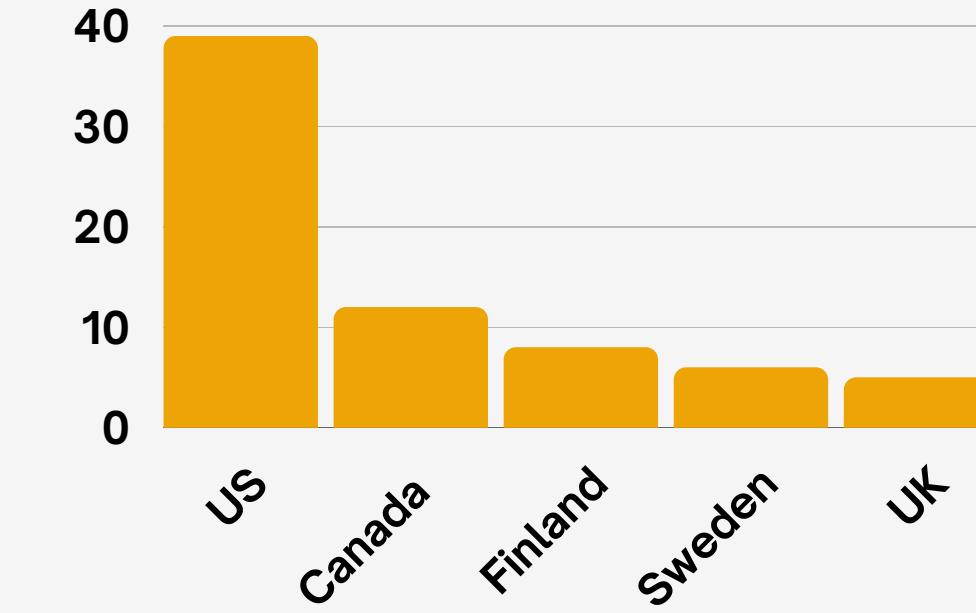
- Assuming 10% of developers are not financially capable of using our service
- Assuming 5% of developers are not interested in testing their games through our technology/platform or not interested in testing at all

INDUSTRY OUTLOOK

HIGHLIGHT 1

The global Game Testing Service market size was valued at USD 772.09 million in 2021 and is expected to expand by 10.11% during the forecast period, reaching USD 1375.82 million by 2027.

HIGHLIGHT 2



Distribution of game developers worldwide as of April 2021 by location

Key benefits for gamers

- Earn money through reward programme
- Enjoy playing new games

Key benefits for developers

- More accurate feedback based on facial emotion recognition
- Promotion/Exposure for the games



Available Example Resources on Open Source AI

- 1) Tensor Flow
- 2) Acumos AI
- 3) Clear ML
- 4) Pytorch

Benefit

- 1) Less investment
- 2) community access

Training AI:

- 1) Shaip provides facial data of diverse ethnicities (5)

Primary research

QA expert

(QA of mobile apps,
consultant for gaming
studios)

- 1 Beta testing on Steam (bugs)
- 2 Existing testing community
(Reddit and other forums)
- 3 Testing not a priority for
indie studios
- 4 Add-on Steam

Key Competitors in the Game Testing Service Industry

- Beyond verbal
- Tencent
- Ntechlab
- Eyeris, Sightcorp etc are not our competitors, they are working in different fields

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(3) <https://financesonline.com/number-of-gamers-worldwide/>

(4) <https://imotions.com/blog/learning/best-practice/biometric-game-testing-from-home-gaming-experience/#a-id-eyetracking-game-development-a-how-to-use-eye-tracking-for-better-game-development>

5) <https://www.shaip.com/solutions/ai-training-data-for-facial-recognition/>

Secondary Research

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