



The TripAdvisor of the
Video Game Industry

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The video game: a huge market in high growth



2.2 Billion players (2017)
3.5 Billion in 5 years



\$ 137.9 B Games software revenue (2018)
+10% CAGR (2017 – 2022)

Issue & solution



Fragmented market +
Discoverability issue



TripAdvisor strategic position +
Psychographic profiles

A fragmented market

A scattered content:

The big publishers attract their customers on their stores / platforms via exclusive content.

→ **Various prices and offers.**



+ grey markets & illegal downloading:



Knowing the opinion of the community of players on a game is difficult because of this dispersion and because they are ***each time reduced to a “catch-all” average score.***

Advent of the ultra-choice & the quality of indie games



... while the ways to discover video games stagnate.
Players = Frustrations ; Creators = Injustice

Piwag's goal

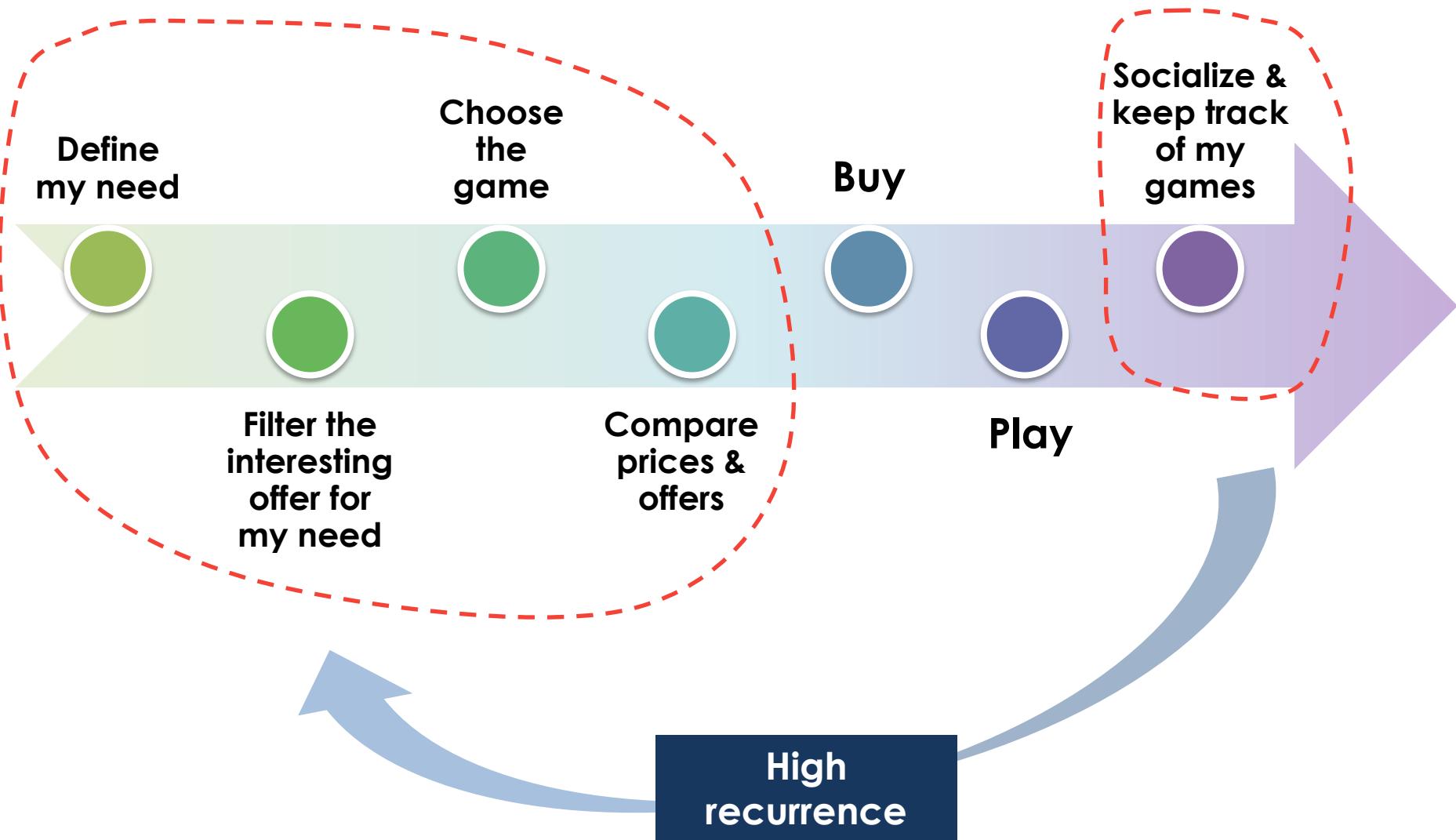


**Goal → World leader in
the recommendation of
video games.**

"I have Piwaged that!"

Player path

Piwag's action area circled in red



Mission



- ✓ That players can find video games that match them regardless of popularity.



- ✓ That the video games creators can find their target audience regardless of their marketing budget.

Competitive landscape in the discoverability market

Media 2.0 (not press, not stores)



metacritic



HowLongToBeat



AppBrain



Stores search engines



Editorial choices from the Press and the Influencers



Advertising seen on Facebook, YouTube, mobile, etc.

Unique Selling Point

**B2B: our business model that slashes the price of discoverability
(low cost disruption model)**



B2C: Significant recognized UX innovations in discoverability with all the content (not limited to the catalog of a store).



Cambridge
Analytica



$$\bar{x} = \frac{\sum_{i=1}^n (x_i * w_i)}{\sum_{i=1}^n w_i}$$

Présentation	★★★★★
Texture	★★★★★
Pénétration	★★★★★
Efficacité à court terme	★★★★★
Efficacité à long terme	★★★★★
Odeur	★★★★★
Rapport qualité/prix	★★★★★
Note Globale	★★★★★



A scalable business model

Listing a game

Ultra targeted
advertising

Premium
features

Affiliation
Revenues

Access to
unique *data*

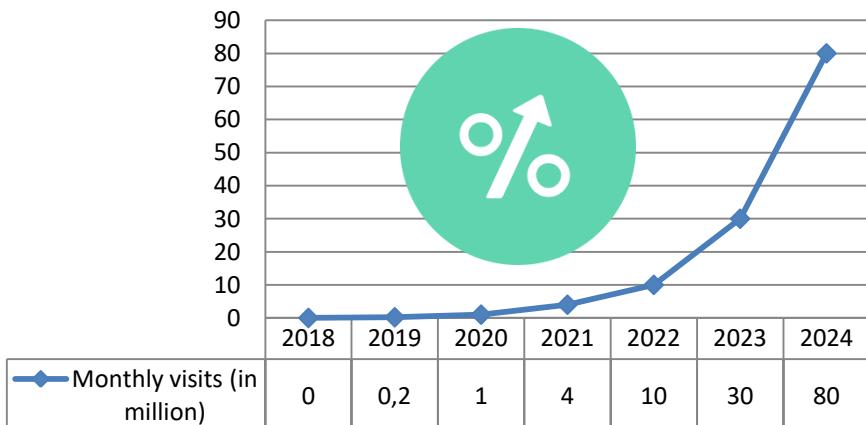
At 1M monthly visits, all major companies will want to be on Piwag and will be interested in our unique datas.

Financial metrics and strategy

Net Revenue and Earnings 2018-2024 (in € million)



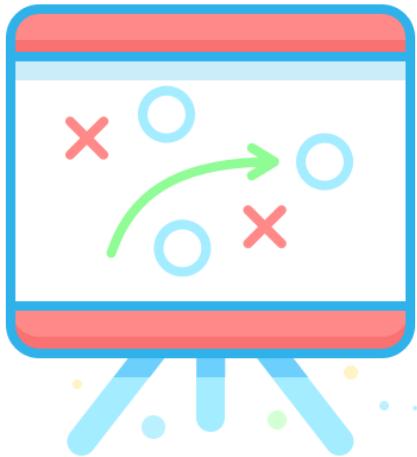
Monthly visits (in million)



Employees



Progress to date and next step



- ✓ Opportunity and proof of market
- ✓ Acquisition channels
- ✓ Marketing plan
- ✓ Alpha FR and EN

Raising € 1M (+ € 400k BPI loan) :

- Industrialization B2B sales force
- Firsts acquisitions B2C communities
- Platform development (↑ product / market fit)



TARGET: at least 1M visits monthly  end of 2019

We have the team to do it



Thibaud Durousset – Co-founder, CEO

- Obtained grant (BPI France).
- Experienced project leader, managed € 1M+.



Aurélien Nicoleau – Co-founder, CPO

- Inventor of the new segmentation.
- Requested expert.



Boot-Start – Technical Development

- 3 senior PhDs in computer science (specialists in search and recommendation algorithms).
- 1 PhD in data science.



Aurélien and I hold 100% of the capital.
Piwag has no debt.
First employee found (senior CTO).

They talk about Piwag

“ I find the concept very very clever and I think it's only a matter of time before you become unavoidable. “

Marc Albinet, **Game Director of UBISOFT** (Assassin's Creed: Unity), by e-mail

“ Their search engine of the "ideal game for you" is really amazing to find a new game, I am absolutely amazed! “

A player, posted on Jeuxvideo.com

“ Thank you on behalf of all the indies in the universe for your totally sexy initiative. “

Kayu Games, **an indie studio**, by e-mail

They support us



CD PROJEKT RED®



DAEDALIC
ENTERTAINMENT



SOEDESCO®



THE ASSOCIATION FOR UK INTERACTIVE ENTERTAINMENT



Swiss Game Developers Association



DUTCH GAMES ASSOCIATION



And many others...



Qualified data is the new oil.



We propose you to invest in these pumps and refineries. Let's meet!

Business-To-Business Press



GAMASUTRA.COM

Immersion cited as top motivator for playing games

A data report published by Piwag determines the top ten motivations players have for picking up certain games.

GAMASUTRA

3,6M monthly visits

Anglophone – Opinion leader for the gaming industry

July 2nd 2018: <https://ubm.io/2N1zKT1>

AFJV

350k monthly visits

Francophone - Opinion leader for the French gaming industry

August 16th 2018: <https://bit.ly/2Mj0gLr>



Agence Française
pour le Jeu Vidéo

Business-To-Customer Press



POLYGON.COM

Why do we play video games?

Why do people play video games? This survey offers some clues.

POLYGON

43M monthly visits

Anglophone – World rank 25th video gaming press

July 3rd 2018: <https://bit.ly/2J41JyY>

JEUXVIDEO.COM

60M monthly visits

Francophone – Ranked 1st French video gaming press website

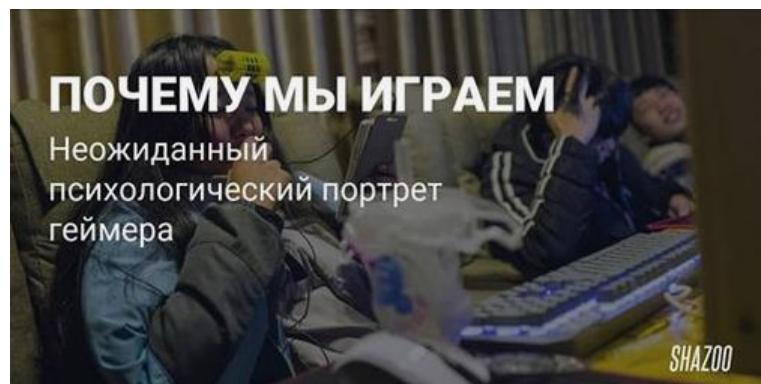
July 5th 2018: <https://bit.ly/2B2u9dS>



SHAZOO

6,2M monthly visits
Russophone

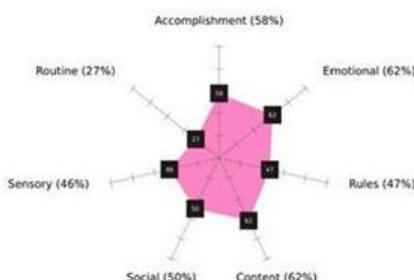
July 6th 2018: <https://bit.ly/2MSelzP>



SHAZOO.RU

Почему мы играем?

Сетевые психологические тесты следует избегать в 99 случаях из...



THISISGAME

1,2M monthly visits
South Korean

July 5th 2018: <https://bit.ly/2MmGbEb>

THISISGAME.COM | DE 니스이스게임

10분 만에 알 수 있는 당신의 게임 플레이 성향
기자의 '사회적 특성'은 하위 21%를 기록했다.

GAMEKULT

5,7M monthly visits
Ranked 2nd French video gaming press website

August 8th 2016: <https://bit.ly/2OK6bG3>



gamekult

PREMIUM NEWS SORTIES MATERIEL TESTS VIDEOS

PREMIUM

Quand un concurrent de Steam joue les psy

Avec bientôt 10.000 jeux dans sa base de données, Steam est en train de devenir un souk gigantesque. Combinée aux lacunes du moteur de recherche de la plateforme de Valve, cette profusion pousse de plus en plus les joueurs à fouiller des heures durant pour trouver leur bonheur. En France, la plateforme...

Par Nicolas Turcet, le 08/08/16 à 15h45



IGN Greece

400k monthly visits
Greek

September 7th 2018 : <https://bit.ly/205a3Sp>

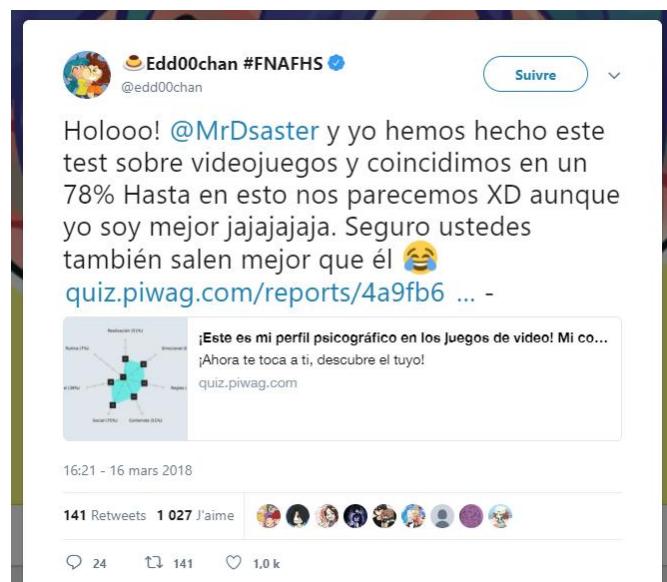
FORUMS / BLOGS

Reddit (anglophone), Talk Among Yourselves (anglophone), Retromaniac (anglophone),
Retromagazine (Spanish), Battlepage (South Korean)...

SOCIAL NETWORKS

Thousands of shares (Facebook, Twitter, VKontakte, Naver, Kakao)

For example: <https://bit.ly/2MvAZNu>



YOUTUBE

96% « likes » (thumbs up)



The screenshot shows the YouTube channel page for Dan Field. The channel has 175,570 subscribers. The main video thumbnail is titled "Sommes-nous compatible? Remplissons ce test de personnalité de joueur !". The video has 6,4 k views and was uploaded 1 year ago. Below the video, there is a link to a personality quiz and some other information.

Dan Field

175 570 abonnés

ACCUEIL VIDÉOS PLAYLISTS COMMUNAUTÉ CHAÎNES À PROPOS

Sommes-nous compatible? Remplissons ce test de personnalité de joueur !

Dan Field 6,4 k vues • il y a 1 an

Le Quiz : <https://quiz.piwag.com/> Le Tipeee : <https://www.tipeee.com/danfield> Le site pour jouer aux loteries : <http://keys.danfield.fr/> La Page Facebook : <http://facebook.com/danfielddy> ■ ■ ■ ...



Nessendyl
41 095 abonnés

[ACCUEIL](#)
[VIDÉOS](#)
[PLAYLISTS](#)
[COMMUNAUTÉ](#)
[CHAÎNES](#)
[À PROPOS](#)



Quelle Gameuse suis-je ?
Nessendyl • 3,9 k vues • il y a 1 an
Je réponds à un petit quiz pour découvrir mon profil de gameuse ! :) Le site : <https://quiz.piwag.com/>
N'oubliez pas de vous abonner à la chaîne ! <https://www.youtube.com/channel/UCOS...>



Se7enAlpha
27 057 abonnés

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[CHAÎNES](#)
[À PROPOS](#)



Haciendo un "Test de Personalidad", mi perfil Psicográfico de jugador
Se7enAlpha • 569 vues • il y a 1 an
Deja tu like y suscríbete si te gusta el contenido Link para que lo hagas: <https://quiz.piwag.com/#/> Landing Puedes donar con este link: <https://youtube.streamlabs.com/se7enalpha/#/> Patrocinado



AnneNymus
6 686 abonnés

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Mein psychographisches Gamerprofil
AnneNymus • 383 vues • il y a 1 an
Was für ein Gamer-Typ bin ich? Finden wir es heraus mit einem Persönlichkeitstest für Gamer sozusagen: Dem Gamer-psychographischen Test von Piwag! Hier könnt ihr den Gamer-

LIVE STREAMS

Piwag has been broadcasted on Twitch, on JTV and O'RIGIN channels:

- **JTV is the Jeuxvideo.com channel: the ranked 1st French video gaming press website, presented by At0mium (a famous French indie gaming streamer/youtuber)**
- **O'IGIN is a channel of O'Gaming & GamersOrigin: among the biggest French streaming/eSport companies**





NOUVELLE WEBTV
24/7 HEARTHSTONE
EN COPRODUCTION AVEC

