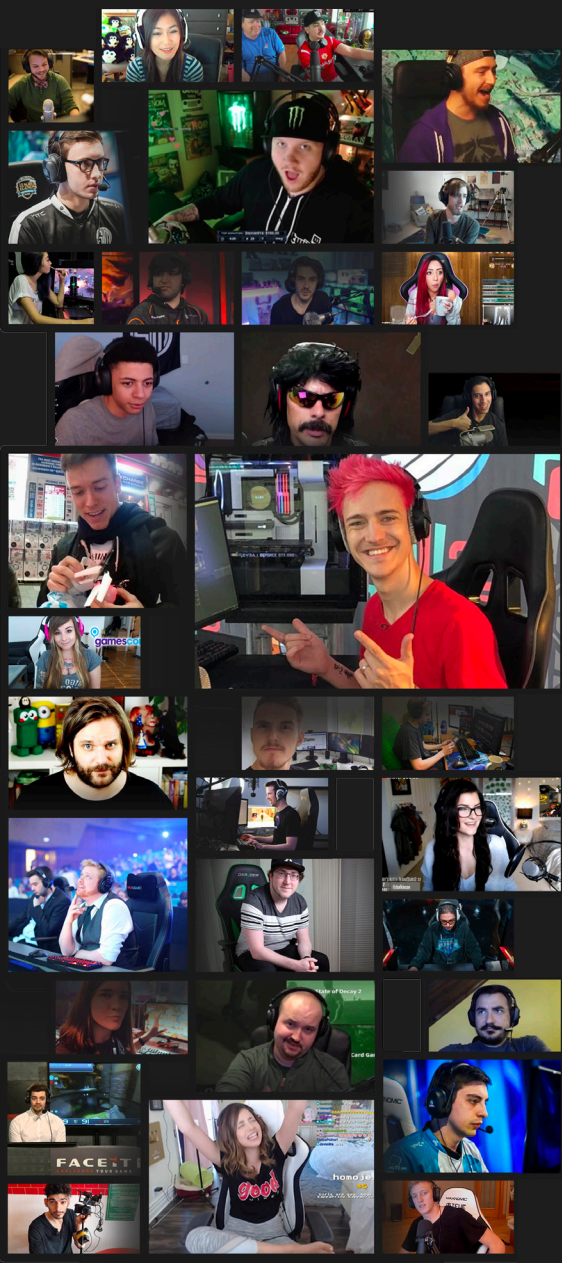




The giveaway platform for live streamers,
followers and sponsors

www.GHEED.com





Live streaming: Television for the young generation

- For years now, live streaming has been more popular among young people than traditional television. Viewer counts are increasing rapidly, especially in the gaming sector.
- Top streamers like Tyler „Ninja“ Blevins are celebrated like big stars, sometimes reaching more than 400,000 concurrent viewers, having lucrative sponsorship deals and earning millions every year.

Recent figures on the live streaming market

666 million viewers in 2017,
740 million expected in 2018¹

On Twitch.tv: 3.3 million streamers + more
than 140 million viewers monthly²

The global gaming market turned
over 109 billion US dollars in 2017³

Over 10 million gaming content
creators worldwide

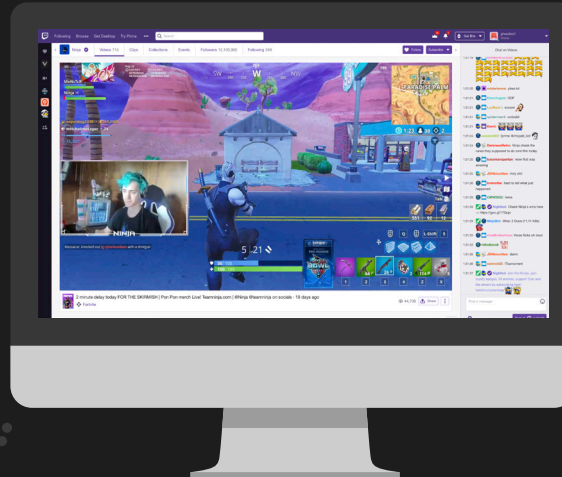
The appeal of live streaming

The increasing success of live streaming lies above all in its diverse range and variety, which can not be found in classical media. At the same time, there is a lot more viewer involvement through its high degree of interactivity and strong sense of community.

A wide range of topics and streamers (e.g. E-Sports, entertainers, new releases, ...)

Immediate reactions of the streamer to his community and the events of his game

It's free of charge and easily accessible from every device



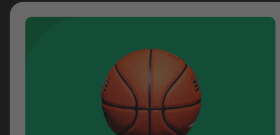
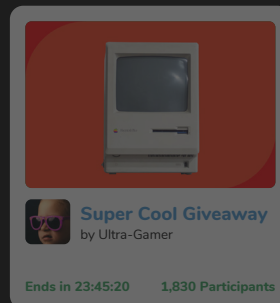
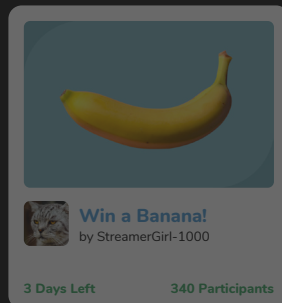
Real-time interaction with the streamer and other viewers

Strong appeal to a younger audience through its focus on gaming and sense of community

Limitless content: there is access to all previous broadcasts if the streamer is offline

Live streaming and prize competitions

- ▶ Competitions are a popular and effective marketing tool in the streaming sector.
- ▶ Thousands of competitions are held monthly on Twitch.tv alone.
- ▶ The advantage for sponsors: real interaction with viewers, as participation requires an active, measurable action.
- ▶ Streamers and sponsors pursue the common goal of generating as much reach as possible.
- ▶ The advantage for streamers: Authenticity, because they can give something back to their communities (giveaways).



WIN A COOL GAMING PC

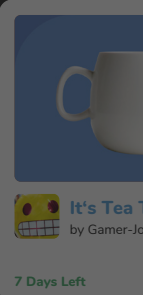
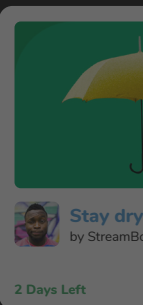
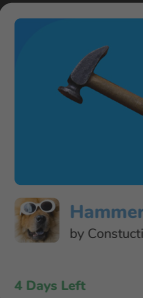
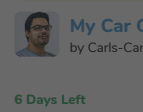
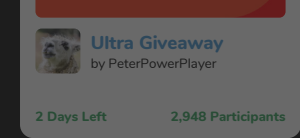
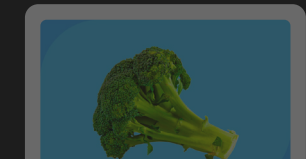
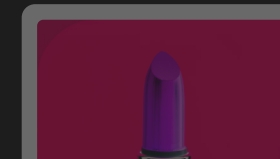
My Ultimate Giveaway
by [PaulsGamingChannel](#)
3 Days Left 1,425 Participants

Follow me on Twitch.tv +2

Follow me on Facebook +1

Follow my sponsor on Twitter +5

Coupon for each participant -%



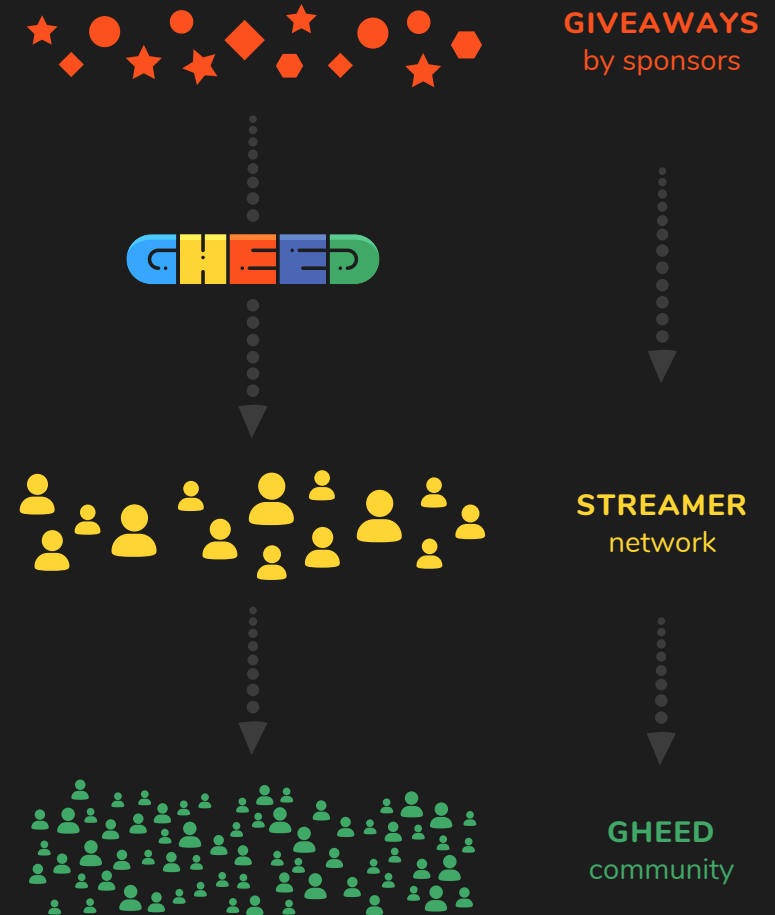
Problem: Currently the full potential of competitions is not utilised

- ▶ The reach of a competition is limited to the streamer's community and his sponsor.
- ▶ Before a competition can take place, sponsors have to research for matching streamers and come to an agreement for both parties.
- ▶ Platforms that connect sponsors with influencers for running competitions do not provide a supplementary tool for doing so.
- ▶ Streamers have to store their sponsors' giveaways at home and send the prizes by themselves at the end of each competition.
- ▶ Sponsors have no way of integrating the large number of micro-influencers in their marketing campaigns effectively.



Solution: An all-in-one platform for competitions and giveaways

- ▶ A big hub for sponsors, streamers and their communities.
- ▶ Streamers can run more effective competitions and their viewers participate in every one of them without limitations.
- ▶ Every competition gets listed -> streamers and businesses benefit from the platform's reach through **cross promotion**.
- ▶ Businesses can raffle giveaways with their own sponsored streamers or get provided with streamers from GHEED's partner network.
- ▶ For their own competitions streamers can buy prizes in the **internal giveaway shop**, which also includes direct shipment to the respective giveaway winners.
- ▶ Businesses also have the option to offer their products in the shop.



GHEED.com is already online and grows with every competition

- GHEED is currently in open beta. Key features have already been implemented. Right now it's mainly used by influencers and communities from German-speaking countries.

More than **35,000**
registered users

Over **2,500** daily
active users

More than **400**
competitions created

More than **1 million**
entry methods completed

Giveaways worth **€ 28,000**
have been sponsored

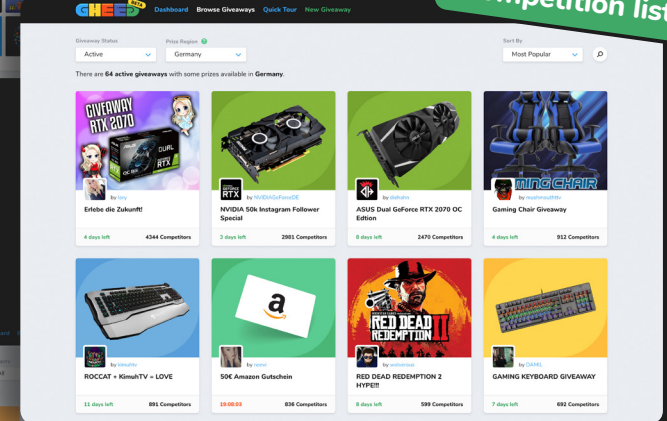
Over **100** streamers are
official GHEED partners

Competition creator

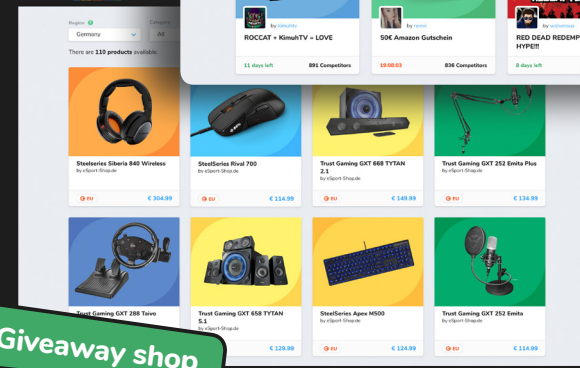
The screenshot shows the 'Competition creator' interface with the following sections:

- TITLE & DESCRIPTION:** Fields for 'Main Giveaway', 'Secondary Giveaway', and 'Describe your giveaway'.
- LAUNCH & ENDING DATE:** Fields for 'Launch Date' (Wednesday, November 7th 2018) and 'End Date' (Friday, November 16th 2018), both with time selection.
- BANNER & BACKGROUND:** A section for selecting a banner image from a library or creating a new one.

Competition list



Giveaway shop



What makes GHEED better

01

Live streaming specialization

It offers unique features for the streaming scene (prize shop and shipping, region filters, community features and so on).

02

All-in-one competition platform

It provides sponsored competitions to streamers and at the same time a large community to successfully carry them out.

03

Attractive for micro-influencers

For the first time small influencers get the opportunity to earn additional income by carrying out sponsored competitions.

04

Network effect (cross promotion)

With each competition new communities can be reached by sponsors + more participants via community sharing.

05

Advertising automation


Giveaways are linked with sponsored entry methods so that each new competition contains them automatically.

06

Budget flexibility

The amount and reach of competitions can be selected by sponsors - there are no long-term contracts.

Competitors

	Competition tools (e.g. Gleam)	Influencer platforms (e.g. ReachHero)	
Competition creation & participation	✓	✗	✓
A diverse range of social entry methods	✓	✗	✓
Influencer Marketing	✗	✓	✓
Mediation of sponsored competitions	✗	✓	✓
Profit sharing with streamers	✗	✓	✓
Competition cross promotion (network effect)	✗	✗	✓
Prize management + product shipping	✗	✗	✓
Optimized for the needs of the streaming scene	✗	✗	✓
Attractive for micro-influencers	✗	✗	✓

Business model and revenue streams

1.

Sale of reach (to businesses)

- ▶ Sale of sponsored competitions, which means: full access to GHEED and its cross promotional benefits
- ▶ If businesses bring their own streamers -> GHEED provides an all-in-one competition service + an active community
- ▶ If not -> GHEED provides matching streamers via its partner network
- ▶ Flexible and dynamic pricing models adapted to the reach of the respective GHEED partner (revenue split)

2.

Sale of reach (to streamers)

- ▶ Sale of prizes through the internal giveaway store to let streamers utilise GHEED's benefits (cross promotion, range of features, automated shipping)
- ▶ 10 - 50 % margin on every product sale (depending on the conditions)
- ▶ Sale of various premium features (more reach, more functionality, more insight) in the form of subscription models or one-off payments

3.

GHEED community promotion

- ▶ Sale of promotional posts for sponsored competitions (Twitter, Instagram, Newsletter)
- ▶ GHEED's social media reach gets more valuable with every competition via sponsored entry methods (13K Twitter followers + 2.8K Instagram followers)
- ▶ Sale of advertising space on the platform itself (various banners + featured competitions slots)
- ▶ Pay per impression (CPM)

Growth strategy

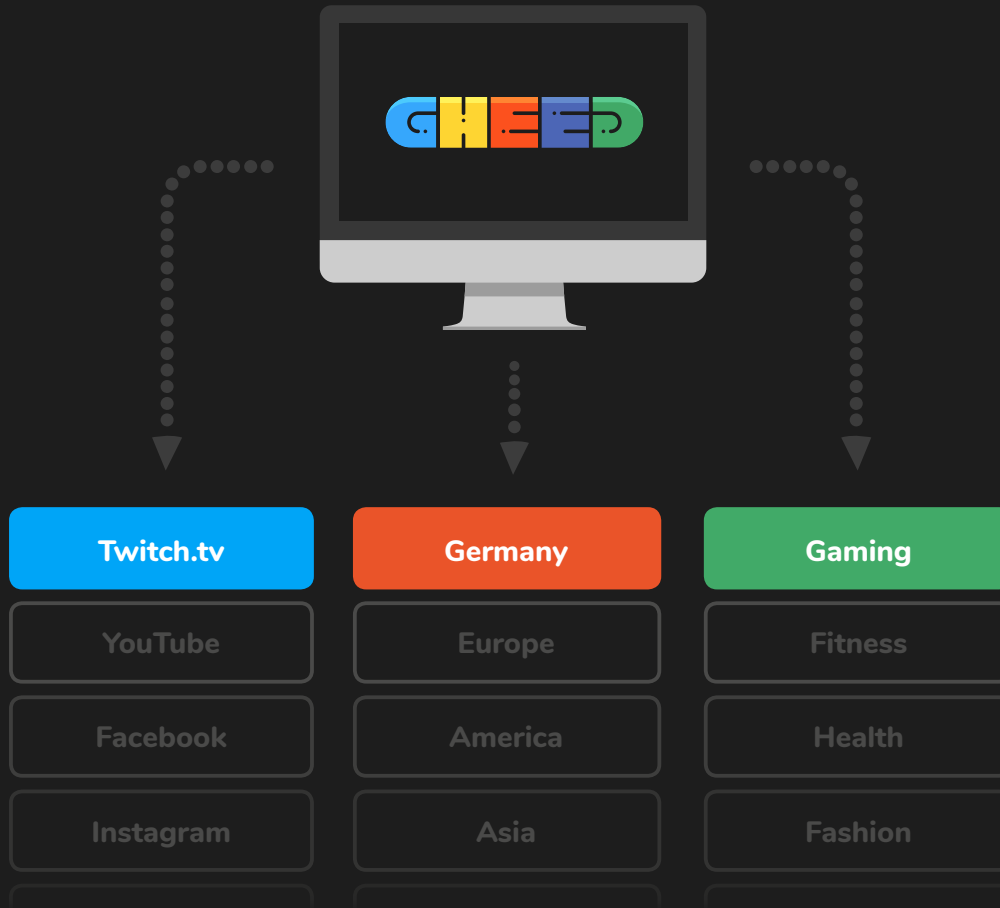
Platform growth is achieved by ...

- ... offering a free tool that streamers and their communities like and use regularly.
- ... unique features designed for the live streaming scene, which sets GHEED apart from its competitors.
- ... partnerships and cooperations with influencer agencies and major live streamers.
- ... uniqueness: As the first platform of its kind, GHEED has the opportunity to position itself particularly successful in the market and to build up a large community.
- ... being actively involved in the live streaming scene and building an energetic community.



MONETARIZATION OF REACH

The bigger the platform, the more attractive it gets
for streamers and sponsors



Growth potential

- ▶ The current focus of GHEED is on the gaming scene and the live streaming platform Twitch.tv.
- ▶ At the moment GHEED is almost exclusively used by influencers and communities from German-speaking countries.
- ▶ Platforms such as YouTube, Facebook or Instagram now also offer live streaming functionality and are becoming increasingly successful among streamers.
- ▶ Other streaming platforms such as Mixer, YouNow or Streamago are rising in popularity.
- ▶ GHEED's long-term goal is to integrate all relevant social / live streaming platforms and be used by influencers around the world.

Founders



Martin Apler

- Bausch+Lomb business strategy
- Twitch partner
- Dota2 commentator on Sport1
- Nvidia influencer



Jens Präkelt

- SAP CRM consultant
- Project consultant TU Chemnitz



Chung Nguyen

- SAP backend developer

Team members



Thomas Büchler

- Frontend lead developer
- 16+ years of experience



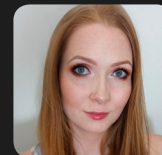
Philipp Apler

- User interface & brand designer
- 10+ years of experience



Maik Schliebs

- Backend developer
- Twitch & Twitter API specialist



Annemarie Rudnick

- XMG influencer marketing
- Twitch partner

Partner network

- ▶ GHEED is steadily expanding its network of streamers that offer sponsors their reach to conduct giveaway competitions.
- ▶ GHEED collaborates with reputable companies from the gaming industry who use the platform for their influencer marketing.

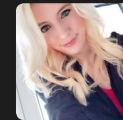
GHEED partner network (Nov 2018)

102 streamers with 3.5 million followers



Stayi

146K followers
15,6M views



Lory

163K followers
8,2M views



DieHahn

166K followers
7,8M views



c4mlann

46K followers
5,6M views



IamThanH

49K followers
4,9M views



HC_Dizee

62K followers
8,3M views

and many more...

Current sponsors & clients



Capital requirements



100 %
of shares belong
to the founders



Looking for an
investment of
€ 1,2M



Strategic
partnership

Future core tasks

Plattform integration

Integration of other streaming
platforms and the addition of new
entry methods

Process optimization

Automation of manual processes
to make GHEED more efficient and
scalable

New revenue streams

Addition of premium models for
streamers and management tools
for sponsors

Performance optimization

Improvement of the server structure
for maximum performance with
large concurrent user numbers

Partner network expansion

Acquisition of additional streamers
and sponsors to further grow the
reach of GHEED

Digital and regional expansion

Establishment beyond german-
speaking countries and the gaming
scene

Thank you for your attention

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List of references

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- 2 - <https://twitchtracker.com/statistics>
- 3 - <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>