



Introducing Brainbug Studios



1 year, 2 games, €150k spent

Brainbug was founded in July 2015. In one year, it has scaled to a team of eleven, developed two games, and spent only €150k. Its two games, Clowns & Presidents, and Boomiz, are currently soft launching in France.

Brainbug's first and major production, Boomiz, shows that Brainbug has achieved in one year a level of technical and artistic excellency unmatched by a large majority of its competitors, while Brainbug remains a lot leaner.

Brainbug is dedicated to finding innovative ways to acquire users at a low cost. Thus taking advantage of the news channels of online communication, such as influencers, or the rise of streaming

in the gaming community, Brainbug has managed to keep its average cost per install under €0.10.

Based in Paris, Brainbug has access to a wide pool of internationally recognized developers and artists. Already, artists and engineers from top French studios have rejoined the Brainbug's team.

Brainbug was founded by three longtime friends out of top French business schools. Truly passionate about competitive online games, they have played in the highest divisions of Heroes of the Storm, one of the world's most popular MOBAs.

Striving to achieve a vision of the future of mobile gaming

Brainbug was founded on the belief that real-time was going to become the gold standard for mobile strategy games. It thus started working on Boomiz before any real time strategy game was available on the mobile market. Since then, Clash Royale has become a massive hit, and Boomiz is among the first in a wave of RTS games.

However, if Boomiz is a testimony to Brainbug's vision and technical and artistic capabilities, it also lacks some game mechanics that would allow it to become a truly massive hit.

This is why Brainbug has now moved on to another vision of the mobile gaming market, and is raising this series A round to fulfill it.

This Series A will allow Brainbug to extract maximum cash flows from Boomiz, and more importantly will finance the development of the first mobile game destined exclusively to tablets and phablets, and designed to become an esports reference: Budz.

Once this series is completed, Brainbug could have Budz in open beta in one year.

Our DNA

Brainbug: the games,
the team



Gameplay

A real-time city builder
set in a whacky
universe

Based on the classic game loops of Boom Beach or Clash of Clans, Boomiz invites players to develop their village, build their defense lines, and fight against other players in real time using fun missiles called Boomiz with amazing effects.

Boomiz sets the standard for the games we will develop in the future. In under a year, and with very limited resources, we have managed to execute almost flawlessly highly complex features. As a matter of fact, the graphics on Boomiz are unanimously praised.

Prospects

A fast and profitable
learning curve

We are still in the process of gathering data on Boomiz's players in France. Although we believe that the game's now out of date core loop will not allow it to become a major hit, we are about to implement key features that should push our metrics to respectable thresholds.

Our low development costs coupled with our ability to deliver on an ambitious project make Boomiz a success in our eyes, regardless of its potential prosperity on the market. We also take great pride in achieving \$0.10/install for Boomiz's first 10k players.



Meet Boomiz

Clowns & Presidents

We made Clowns & Presidents in three weeks, just for fun. As it turns out, players loved it, and it has enabled us to test out of the box marketing techniques: for instance a sponsored Instagram post by reality TV star Kevin Guedj netted us 10k downloads for €900. For now, players can play with their favorite French politicians and TV stars. We are currently negotiating advertisement partnerships with political blogs and reality TV stars.

Gameplay

The best of the worst punchlines

Clowns & Presidents revisits the basic gameplay of Flappy Bird likes, but adds a delightful twist: when the player loses, he can hear one his character's best punchlines. We have combed through hundreds of hours of videos to find the most hilarious misteps of our favourite stars.

★★★★★
4.8 On the App Store



French politics, and reality TV

Two comical environments, and it's just beginning





Brainbug's team

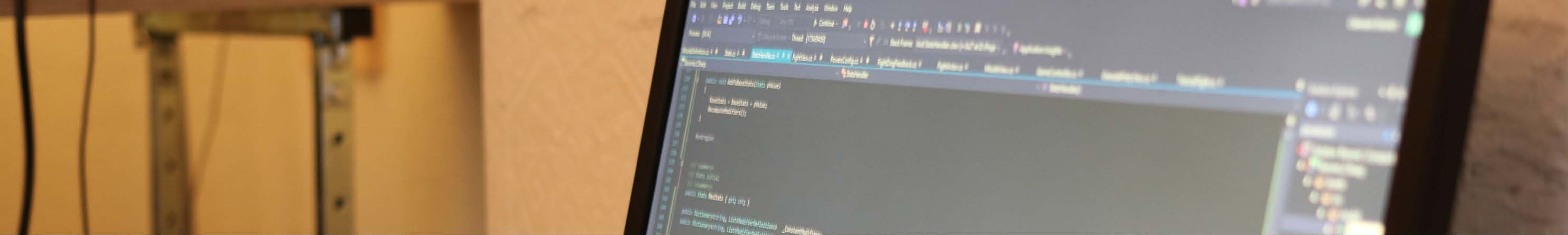
A lean team
dedicated to
technical excellency

The learning curve to make a product as complex as a mid-core mobile game with real-time battles is incredibly steep. We climbed it very fast, releasing Boomiz in less than 12 months, starting with zero employees.

The result is striking: from a technical and artistic point of view, Boomiz compares very favourably with the first games of many studios

founded by veterans of the mobile gaming industry.

Finally, we are dedicated to staying as lean as possible: we use third party SDKs whenever we can. This has allowed us to keep our team small, tight-knit and efficient while making an ambitious first game.



Making great games with great people

We have built the Boomiz team from the ground up recruiting developers and artists from top French studios such as Kobojo, Pretty Simple and Blacksheep and out of world-renowned schools such as EPITECH or ISART. This is directly responsible for Boomiz's quality.

As we scale, we plan to keep our structure as flat as possible. Each game will be managed completely autonomously by a team that integrates all necessary functions, and is responsible for its profits and its investments.

But most of all, we look for people who are passionate about what they do, and have the same devotion to beauty and elegance that we have. We are proud of what we have done with Boomiz, and are looking forward to doing much better on our next game.



Alexis le Roy



Trystan
Chabert



Tanguy le
Stradic



Ludovic
Lecacheur



JB
Raimbault



Frédéric
Frances



Clément
Grenier



Marina
Tsuzuki



Clément
Lebrun



Adrien
Peyromaure



Maxime
Laffaire



Our vision

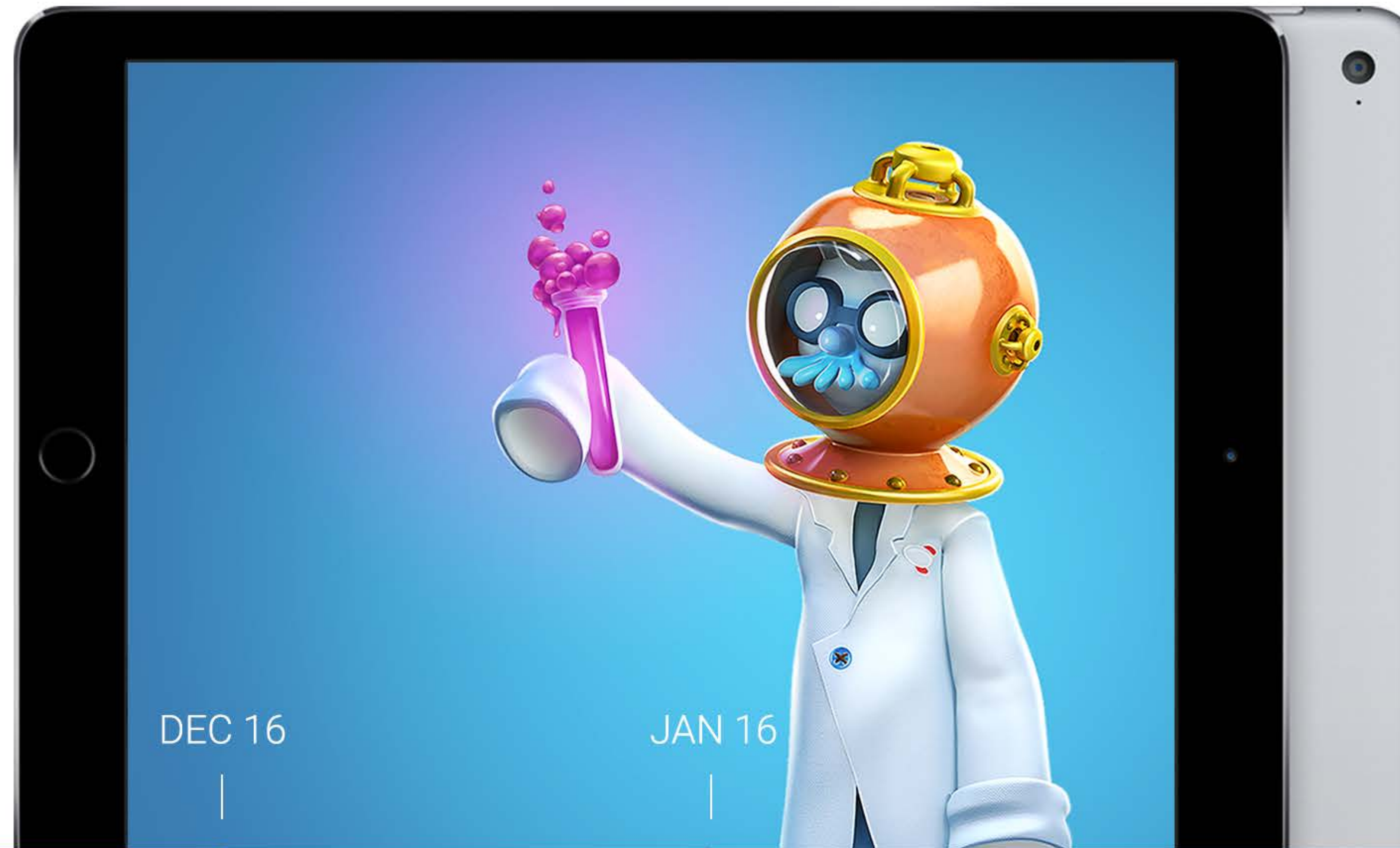
Why you should invest
in our future

Iterating and scaling Boomiz

NOV 16

DEC 16

JAN 16



Cool stuff we will have added to the game by January 2016



Social features

Some of the highest-grossing games like Game of War have made global chat their main value proposition. We believe group chats and common objectives are instrumental in retaining players. Over the next two months, we will focus on social aspects (chat, duels, guilds and more), thus creating tremendous value for our player base. We expect these features to significantly boost our retention and organic growth.



Accelerated feedback loop

We have focused on shipping a minimum viable version of Boomiz as fast as possible. Now, we need to understand what aspects of the game create the most value for our players, what's lacking, and how we can better fulfill their needs.

We have therefore started to develop an array of feedback features which encourage players to give feedback in exchange for virtual currency.



Soft launch and beyond

Boomiz is currently soft launching in France. Although we do not expect it will be a major hit, we believe it is a great game with a lot of potential. While we are gathering data on our players, we are also looking for a publisher to help us scale Boomiz internationally. We are prepared to give up part of future revenues on our first game as we have neither the funds nor the marketing know-how to scale it globally. We will then leverage Boomiz's reach and what we have learned to make our next game a true hit.

The big leap : Budz

Now that we know how to make a good game, it's time to make a truly great one. Budz will be the first mobile game to blend the strategic depth of Starcraft II and League of Legends, while introducing the intuitiveness of touch controls. In other words, Budz is made to become the esports reference on mobile devices. We estimate that it will take us less than a year with a team of 15 to have a market ready beta version of the game.





Making core games great again

Core games can be even better on mobile

Core mobile games right now are unfulfilling to core gamers. At their desk, they can play amazing games like Heroes of the Storm. But on their sofa, or at a friend's, they have to make do with poorly adapted LOL copy-cats. This is a shame.

Designed exclusively for tablets and phablets, Budz will blend features from MOBAs and RTSs and leverage uniquely smooth touch controls that will make it as complex and challenging as the greatest games on PC, while being more accessible.

We will use most of the framework we already developed for Boomiz in order to save time and focus on the core gameplay. Meanwhile, our artists have already started sketching a few concepts: Budz will be twice as beautiful as Boomiz.

Integrated meta gaming

More than a game : a universe in an app

Games have now evolved far beyond the bouderies of the game itself: core gamers spend as much time playing as watching streams, following esports and learning from great youtubers. As gamers, we recognize that the sheer diversity of content sources is a hassle: tracking down the best streams and the finest educational videos can be hard and takes time. The number of Reddit threads discussing exactly this is proof.

Budz TV will solve this problem by centralizing and sponsoring quality content directly into the app. In Budz TV, players will be able to watch content from sponsored streamers, and catch games opposing top players. In time, they will even be able to bet on esports.



Building top tier teams.

We were able to make a quality first game in short delays because we recruited incredibly dedicated and gifted artists and developers. In order to make Budz, we need to hold on to them and scale our team with people just as good, or even better.

Almost all of the capital we plan to raise with this series A will be dedicated to growing and improving our human capital. We plan to keep on recruiting top talent from top studios, inviting them to work in small and flexible teams, and a highly creative environment.

On the other hand, all non core functions will be outsourced. We will never build our own data pipeline, build our own servers, our own game engine, except if Budz reaches a scale which make it unavoidable. Your investment will only finance what we do best: making beautiful, well crafted games.

Breakdown of Brainbug's teams



Thank you.

We started with zero experience in the gaming industry, much less in running a company.

Twelve months have passed since our seed round, and we have come along way in our knowledge of the industry. Countless mistakes were made, but they transformed into invaluable insights. Today, Boomiz encapsulates our commitment to excellence, our unique drive to achieve something great, and our ability to attract top people with little more than a vision. Our ambition has kept growing since day one, and we have never been more convinced that the mobile games market is ripe for opportunity. The next match-3 puzzles and Clash of Clans copycats are probably doomed. We are in it to attempt to take the market by storm. All we need is your help.