Build your
gaming community

Welcome to PUP

Gaming is a $15 billion/year market in the US. Gaming is central to millennials lives. Gaming has driven gains in desktop and laptop performance for years. Consoles are in 50% of American living rooms. Gaming is moving entirely to multiplayer. **Gaming is entirely unsocial.**

While game developers have invested time and money into pushing the boundaries of what can be done graphically and storytelling wise, the social interactions within gaming worlds have been largely left unattended. From MMO (massive multiplayer online) games to console multiplayer games, the gamer is relegated to random match ups, looking online for groups of people to play with or standing around in game for hours using inefficient looking for a group (LFG) tools.

And while we have self driving cars and drones delivering us burritos we're left to tackle the same social problems in games now that existed at the heyday of multiplayer in the mid-late 1990s.

We present you PUP or Party**UP** Player, an app coming early this summer that will solve the looking for group problem once and for all by putting the power of who you game with into your hand.

For brands, blogs, and game development studios, PUP will let you create engagement with a community that goes beyond standard comments and forums.

PUP lets your community play games together, with each other, or with your team.

Why it matters.

Community:

1. Increases user retention
2. Makes it easier to get referrals
3. Makes it easier to attract new users
4. Converts newcomers to regulars
5. Grows brand
6. Facilitates word of mouth

& it drives the hype machine.

Gamers care.

& here's what we found

1. Random grouping leads to poor gaming experiences.
2. LFG tools result in wasted hours and poor gaming experiences.
3. It's 2015 and Gamers still user forums to find each other.
4. Gamers want to be social, but they lack the place to do so, and the tools.
5. Gamer networks like Raptr, Curse, or Steam focus on achievements, mods, or sales, not community.

Fundamentally Gamers want to connect, they want to be involved, and they want to play, together.

Their sentiment.

These are just a few of many quotes resembling the same sentiment that were submitted to us by gamers when asked, "How do you find people to game with?".

"I have difficulty finding people to play pc games with since I have no steam friends. Also, most of my friends don't play battlefield so I struggle to find friends to team up with and play battlefield with."

"I don't :(just get chucked into matchmaking."

"I search online. Rarely find anyone in game though."

"Chance? Most people I play with are Pick Up Groups where nobody really talks or it's matchmaking where nobody really talks or it's old gamer friends, but we sort of have different interests now."
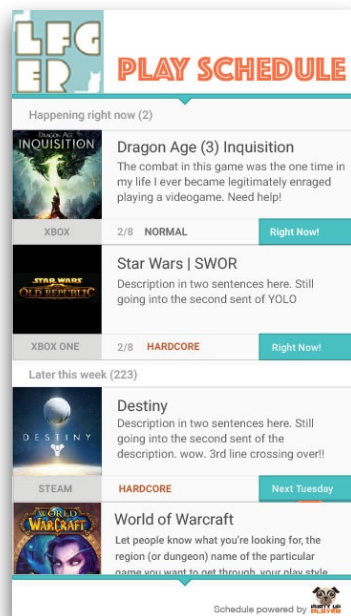
Our product. on mobile
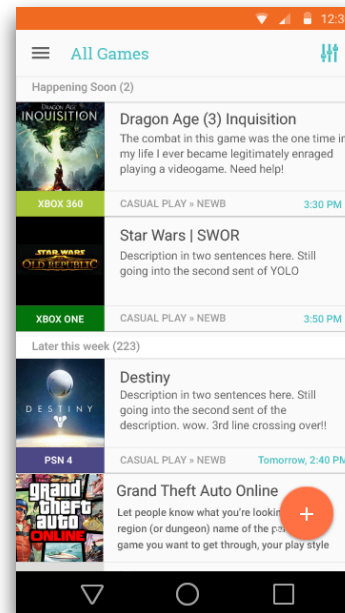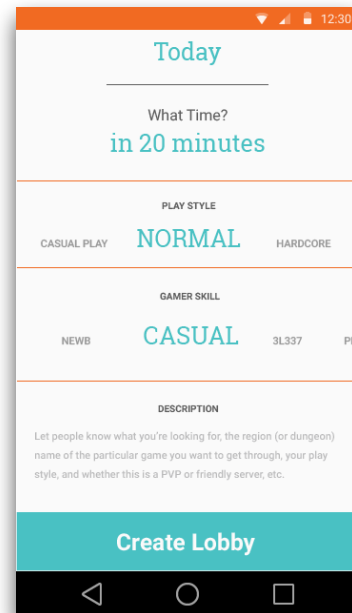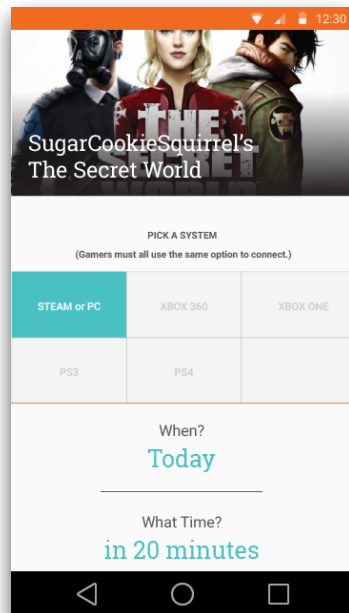
You or your team pick a game, define when you want to play, and post it.

The game then gets added to a universal queue where others can join, plan, strategize, or discuss.

Everyone gets a push notification before game time reminding them it's time to log in and play.

Our product. on web

Once you've queued up your games, put the PUP widget into your site to automatically show others when you, your team, or your community are playing.

Who are we?

PUP is being developed by SWARM, an independent app development studio in NYC that specializes in creating great products for mobile, wearable, and second screen devices. We believe in excellence, integrity and creating amazing things, and would like to introduce you to our founding team.

Jacek Grebski

Jacek heads up growth and strategy. His favorite games are: Ultima Online, SWG and Baldur's Gate.

Valerie Lisyansky

Valerie is our product strategist and lead designer. Her favorite games are: Dreamfall, The Secret World and Minecraft.

Somya Jain

Somya is our head of technology and mobile. His favorite games are: Civilization Series, Wii Sports, and Counterstrike.

The ask.

What do we want from you?

Partnership. We ask that when we launch this free app you use it to build and expand your community through it. If it makes sense, include the web widget on your site, and let us know what elements and features you would like to see included in future releases.

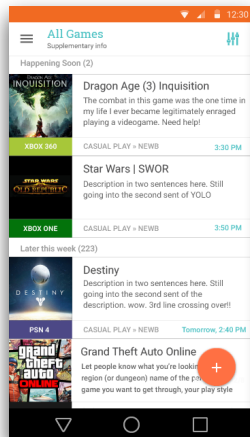In turn we'll cross promote you to our ever growing community. That's it.

No strings attached.

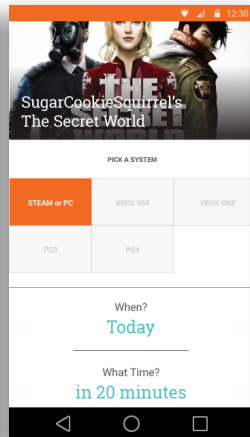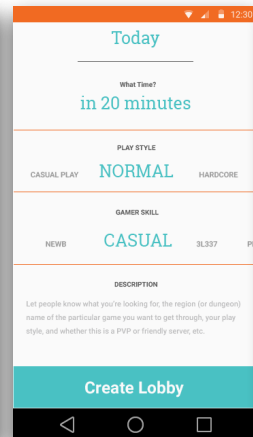And if you have something else in mind, by all means get in touch, we're always open to suggestions.

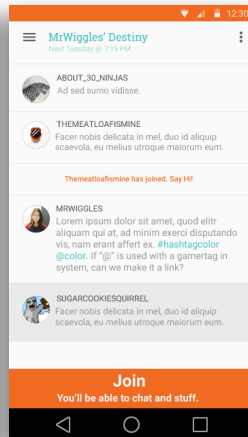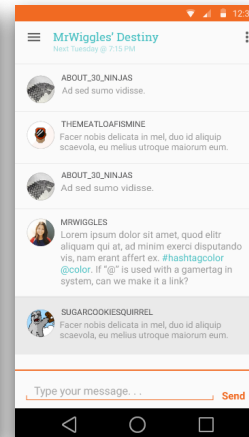# Beta Screens

Lobby List

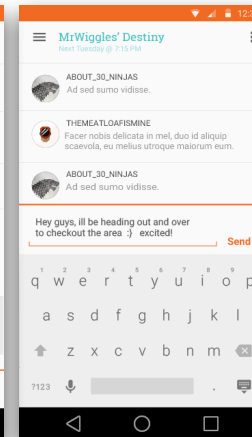

New Lobby 1

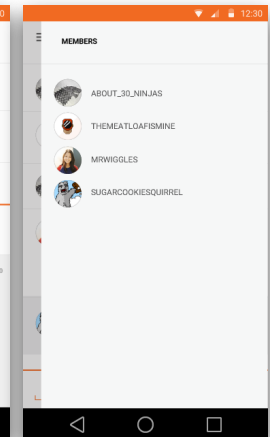New Lobby 2

Lobby Chat 1

Lobby Chat 2

Lobby Chat

Lobby Info

Get in touch.

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