

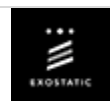
F2P CONSULTING
Detailed Service Offer



EXOSTATIC

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INTRODUCTION

Exostatic is composed of veteran game industry personnel providing highly flexible & powerful free to play game services. We are F2P specialists, providing Design, production and operation guidance on creating and running successful F2P products.

We also offer data analysis and visualization services, acting as a true extension to development, sales and marketing teams.

More importantly, we're all active gamers and can truly understand and relate to your product and are happy to tackle fun projects at a very competitive rate.

Exostatic has had the incredible opportunity to work with top development teams across the world helping them to shape their games experiences on both the data and F2P consulting sides of the business. These teams of all sizes include Mattel, Square Enix (Montreal), Vivid Games (Poland), and even smaller development teams such as Weezlabs (California) working on an unannounced product.

We have worked with numerous titles and genres in the industry and are able to operate successfully regardless of the product type.



EXOSTATIC SERVICES OVERVIEW



SERVICES AND BENEFITS

Within this Overview, we've provided a breakdown of our services that we offer as well as ways in which these services can benefit your BI solutions and both your Economic and Game Design by leveraging our specific expertise in these fields.

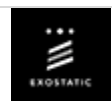
Pairing great BI Solutions and Economic Design allows for you to track the same types of data across multiple products with various degrees of granularity.

We aim to be a partner and to be held accountable for the entire lifetime of the project. We are confident of the added value we'll provide every single month.

KEY BENEFITS

- Unbiased, fully objective analysis of your title
 - Isolating weak points in design and maximizing its strongest features.
- Possibility of in depth analysis of items within your economy pre and post launch
 - With actionable data for future content or products
- Flexible Granularity into your product's data, more than just ARPU.
 - Knowing exactly what your customers are doing is a critical part of unlocking additional potential for your product as well as shaping the potential direction of future titles
 - Determining how much the last marketing effort went and being able to clearly shape the next effort from this data.
- Expertise in Monetization, Acquisition and Retention
 - By providing guidance in creating new compelling features and targeting the top areas for your game through deep data analysis we are able to see exactly where your players are going and we can accurately predict where they will spend, or why they are or aren't staying.
 - Helping find new and creative ways of increasing paid player engagement
 - We can build a customized economic simulation to ensure that sinks and sources are balanced and fine-tuned to match your target audience.
- Benchmark your Competition
 - Fully analyze your competitions titles, working with your design team to build game features that compel players to invite their friends to your game to join the fun
- Emphasis on partnering with the game team to increase the overall potential of your application
 - We can quickly and easily become an extension to your design team, offering clear feedback on features that work, and defining the features that need some additional thought.

DETAILED SERVICES OFFER – F2P CONSULTING



GAME DESIGN CONSULTING

Free to Play design consulting ensures consistent and reliable results across all of your products. By optimizing your Acquisition, Retention and Monetization tactics you are able to target more users, and keep them in the game for longer. Accurate and Precise ARM design targeted towards your core audience is vital in any F2P market.

Acquisition

- Marketing campaigns are expensive. It is important that game mechanics stimulate player acquisition directly to minimize your Cost of Paid Acquisition (CPA)
- **We help you with benchmarking your competition, working with your design team to build game features that compel players to invite their friends to join the fun**

Retention

- It is a known fact that the longer and more frequently a player comes back to your game, the better are the chances he will become a paying customer
- Methods to keep your player's in game for as long as possible, regardless of the target audience
- **We can assist your design team in creating mechanics with "open loops" that will incite players to come back to your game to close those loops, while opening new ones**

Monetization

- Monetization business model consulting
- **Virtual economy Design provides a powerful and comprehensive tool to address monetization**

MONETIZATION BUSINESS MODEL CONSULTING

It is important to customize the virtual goods offer to the specificity of the product and of the product's market. Every virtual offer can be classified in the below categories, most of which (all aside new content) are through purchases made largely as a social function.

- advancement in a status hierarchy
- advantage in competitive settings
- keeping up with co-players
- experiencing new content
- self-expression (customization)

The goal of *monetization business model consulting* will be to investigate every conceivable way to generate additional revenue and select the ones that are the most appropriate to create a customized monetization plan based on your audience and sales trends.

ECONOMY DESIGN

Building solid economic design is the driving force behind successfully monetizing your game through an item store or in-game purchasing. Without it, you cannot anticipate your player's behavior and purchasing power at any given moment in game and therefore cannot accurately price your items in order to maximize your sales revenue.

Driving Factors:

- Setting accurate prices on all items in the game for all types of currency in use
- Calibrating players progression flow, difficulty, XP rewards, and currency rewards
- Measuring the impact of new game features on the current economy
- Knowing your expected results before locking them down without any further analysis. You will have the freedom to experiment with your title's economy without the inconvenience of wasting weeks of integration and testing time
- Visualizing all the possibilities and consequences of your various alternatives without having to wait for your title's player base to come across it or find a critical economic loophole
- Capturing precise snapshots of player progression

We deliver and maintain a full economic simulation that incorporates all elements of your game's economy so you always keep full visibility before and after your game is launched.

The cost and impact of making changes during the design phase of your project is small and is expected to be frequent. However, as features progresses through its milestones (Alpha/Beta), making changes becomes more impactful, and a necessary tweak to design can result in significant delays.

Our Process:

- Gain an intimate knowledge of your game design, as well as your business goals
- Fully deconstruct the economic system and player progression of at least three similar games where the information is then used for reference and benchmarking
- Deliver a fully integrated economic simulation for your team to use daily

STORE & UI DESIGN

Depending on the monetization strategy adopted we will be here to help the different teams in optimizing the store and various F2P features.

When implementing F2P elements, the store and all the features backing up ARM (Acquisition, Retention, Monetization) become extremely important and require special attention. The nature of the brand is also incredibly important when designing Store and UI functions. Products aimed at younger audiences need layouts tailored to meet the needs and actions of these younger players and are far different approaches than adult gamers, and vice versa.

ACCESSIBILITY

- A store UI's objective is to provide a pleasurable shopping experience
- We help your team design storefronts that will boost sales and revenue

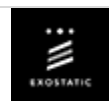
CONTENT

- Each game has specific content depending on the nature of the game, the target audience, and the monetization strategy
- We help your content team develop your store using proven classic merchandising strategies such as:
 - Horizontal & vertical differentiation
 - Product naming optimization
 - Selling sets of items rather than just individual pieces

BACK-END

- Every item that you offer players can be sold separately, be part of many different bundles, chosen for special promotions, a limited time edition item, or many other variations.
- With so many ways of offering new items, you will need to track transactions and sales of every variant. You need a system that assigns a unique structured identifier to each of them. It is basically what the retail industry has been doing for years: having a single SKU code for each variation.
 - We help design a SKU system customized for your game & build a comprehensive store management tool that will automatically assign proper codes for promotions, prepare products to be online or offline at specific times, and automatically retire obsolete SKUs. We also work with you to keep everything tightly integrated into your game's build pipeline.

We also make sure the features developed for acquisition and retention purposes have clear and engaging UI as they have a major impact on the viral aspect of the game, and therefore the reduction of CPA (Cost Per Acquisition), on the retention that more often than not has a direct impact on monetization and on the player's emotional engagement.



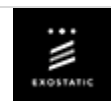
VISUAL P&L

Our Visual P&L scenario explorer allows you to quickly evaluate different scenarios. With only a few parameters to enter, the simulation we propose is easy to use to use and even easier to read, thanks to a clear dashboard where you can easily find all the critical information you are looking for.

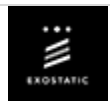
The business model of a Retail game is significantly different from a F2P or subscription model and there are numerous challenges associated with any model your title follows.

We can help you figure out what it will take to make your game profitable even before the pre-production starts.

The end result will be a comprehensive excel document containing all planned costs, taxes and revenue planning for 24 months.



DETAILED SERVICES OFFER - DATA



KPI ANALYSIS, DESIGN AND AUDITING

Flexible and fluent with the top data analysis tools available, we can ensure optimal tracking and reporting of all mission critical data streams and help eliminate any bad data. Knowing what your players are doing is a critical step in maximizing your games potential.

We want your team(s) to be able to access all the data and understand it in a glimpse so everyone can focus on improving the elements that aren't working in the intended way.

By analyzing your current KPI's and recommending data standards, we can ensure you are tracking exactly what you need to be on a day to day basis.

Data purity is an essential part of the analysis. With the possibilities of having multiple data sources, ensuring your project is tracking data accurately is fundamental.

DATA VISUALIZATION

Ensuring the accurate and effective communication of meaningful data is both an art and a craft. Every pixel should convey **critical actionable information**.

We want your team(s) to be able to access all the data and understand it in a glimpse so everyone can focus on improving the elements that aren't working in the intended way.

As the project moves forward, so do the objectives. By having parameters in each dashboard we make sure we can see exactly what we're looking for. We can drill into or on the contrary extend our search.

We understand each role in your team has specific needs and we make sure each has a dashboard with the critical information required, such as:

- General overview for the executives
- **Acquisition funnel and marketing campaign efficiency for the marketing department**
- Retention KPI for the design team
- Operational costs and revenues for producers

acquisition details : March 30, 2014

Landing_page	0.00%
Register	-67.29%
Download_start	-65.25%
InstallStart	-75.18%
InstallSuccess	-76.06%
launcherStarted	-75.53%
launcherDownloadStarted	-76.33%
launcherDownloadedPct5	-78.72%
launcherDownloadedPct10	-79.43%
launcherDownloadedPct15	-80.23%
launcherDownloadedPct20	-80.67%
launcherDownloadedPct25	-81.21%
launcherDownloadedPct30	-81.38%
launcherDownloadedPct35	-81.38%
launcherDownloadedPct40	-81.91%
launcherDownloadedPct45	-81.91%
launcherDownloadedPct50	-81.74%
launcherDownloadedPct55	-81.83%
launcherDownloadedPct60	-82.09%
launcherDownloadedPct65	-82.18%
launcherDownloadedPct70	-82.54%
launcherDownloadedPct75	-82.80%
launcherDownloadedPct80	-82.98%
launcherDownloadedPct85	-82.62%
launcherDownloadedPct90	-82.54%
launcherDownloadedPct95	-82.62%
launcherDownloadFinished	-83.24%
launcherGameInstallStarted	-83.24%
launcherGameInstallEnded	-83.51%
launcherGameStart	-82.89%
gameClientStarted	-84.04%
gameLoginSwordfish	-84.31%
gameLoginSwordfishOk	-84.75%
gameStart	-84.75%

DATA ANALYSIS

By interacting with your title on a daily basis your player base paints a picture of their behavior. We are here to make sure this picture matches the one that was initially planned by both your team and ours. If it doesn't, we will discuss with your team(s) to determine the impact of these differences. Is it simply an emergent gameplay or is it a behavior that can offset progression and/or monetization? If there is any threat we suggest various solutions to solve the issue and decide together which approach will best suit your game.

By keeping the dashboards accessible to your different teams and keeping them easy to use, we make sure everyone can find information they're looking for.

