



PLAYIGNITE

ukie

THE ASSOCIATION FOR UK INTERACTIVE ENTERTAINMENT

# Funding your launch in 2019

In Association  
with

OXFORD CAPITAL

Lvp.

Player  
One

nyman  
LIBSON  
PAUL



PLAYFUND



- + Owned by its members; One member one vote
- + Not for profit - reinvests all income into products and services wanted by members
- + 450 / 90%£ / 66%FTE
- + Speaks with collective voice
- + For industry; Government lobbying, skills and education, consumer relations, industry promotion, events
- + For members; 121 introductions, legal support, international trade, free meeting space, IP services, commercial discounts, data, sub groups

Contact [Leon@ukie.org.uk](mailto:Leon@ukie.org.uk)

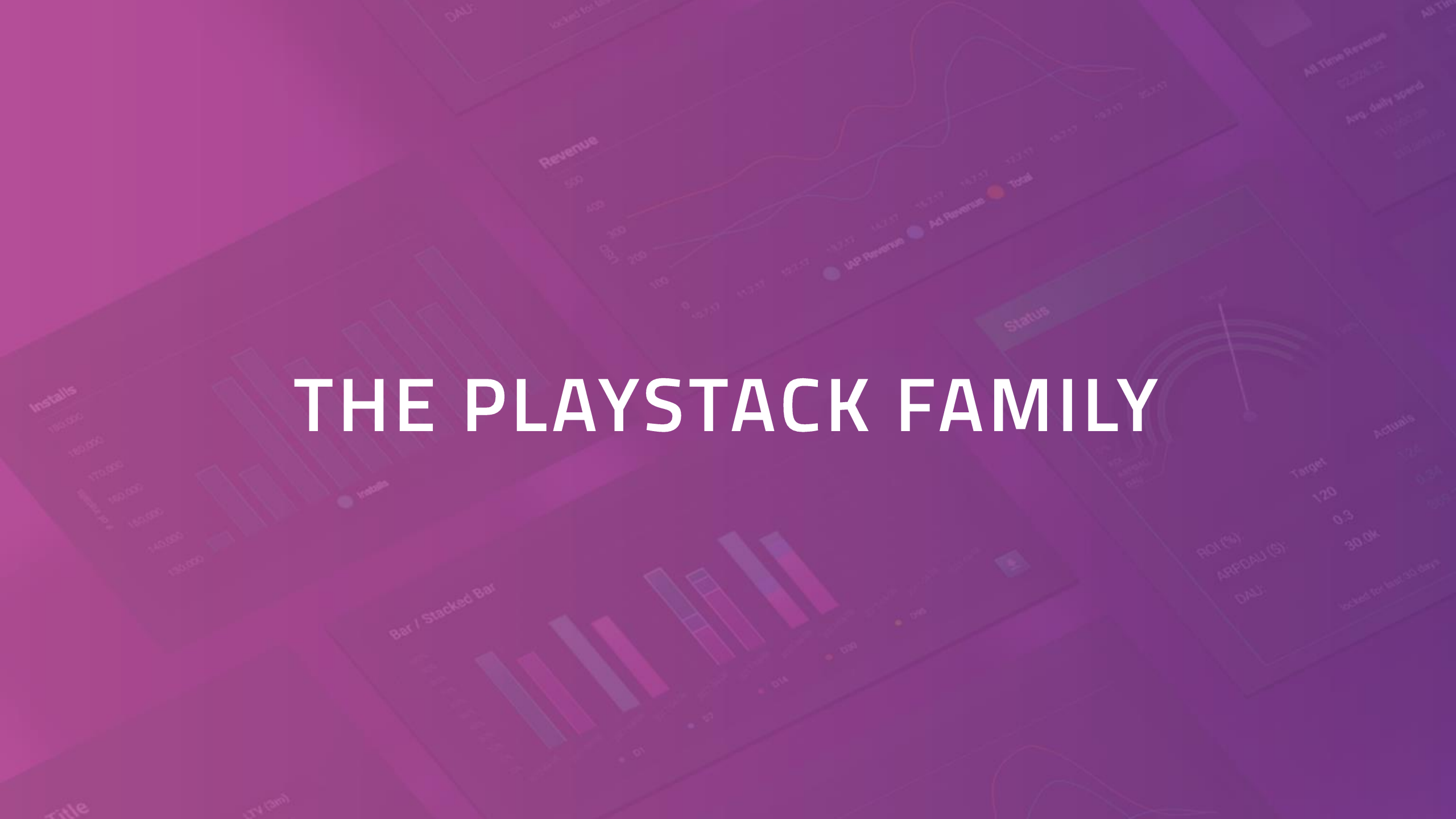




# PLAYIGNITE

Financing your game's growth

# THE PLAYSTACK FAMILY





PLAYFUND

AWARD WINNING GAME  
DEVELOPMENT FUND



PLAYSTACK  
L O N D O N

PUBLISHING REINVENTED



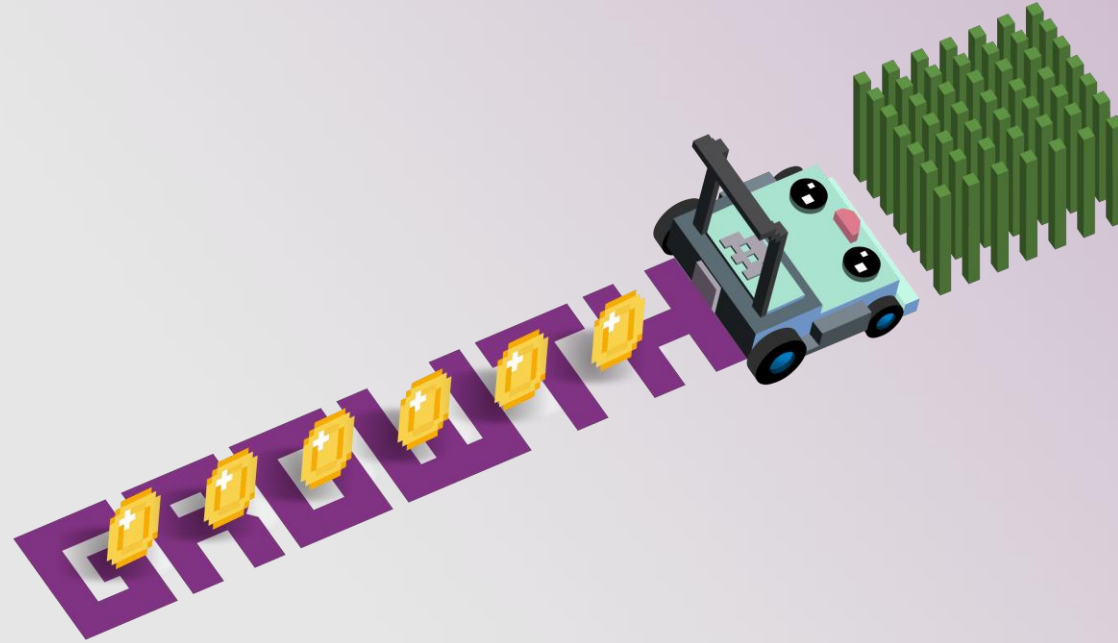
PLAYIGNITE

UA MARKETING FUND FOR  
GAME DEVELOPERS

# THE PLAYIGNITE VISION

The background image is a blurred screenshot of a data dashboard. It features several charts: a bar chart on the left labeled 'Installs', a line chart at the top labeled 'Revenue' showing 'IAP Revenue', 'Ad Revenue', and 'Total', and a stacked bar chart at the bottom labeled 'Bar / Stacked Bar'. On the right side, there are summary cards for 'All Time Revenue', 'Avg. daily spend', and a 'Status' gauge. Below the gauge, there are cards for 'ROI (%)', 'ARPPDAU (\$)', and 'DAU'. The entire image has a purple-to-pink gradient overlay.

# THE PLAYIGNITE VISION

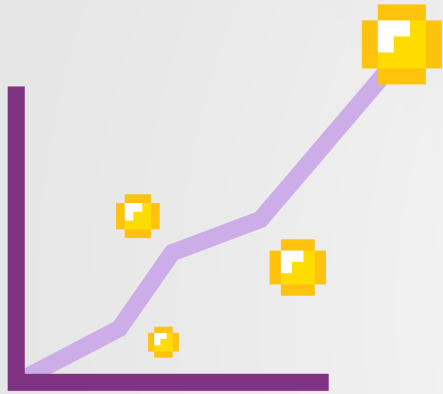


TO BE THE LEADING FINANCIAL  
SOLUTIONS PROVIDER FOR  
GAMES DEVELOPERS GLOBALLY

WE HELP DEVELOPERS WITHOUT  
THE CASHFLOW, TO GROW THEIR  
AMAZING GAMES

# HOW WILL YOU FUND YOUR GROWTH?

# OUR PRODUCTS



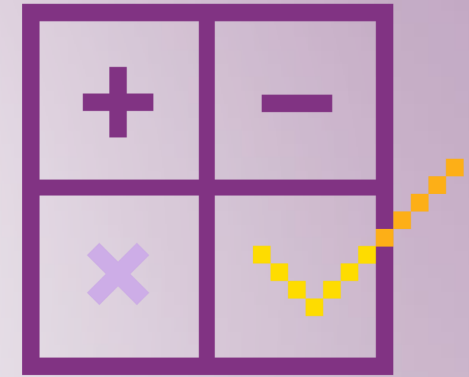
## PLAY CAPITAL

Access to your earned digital store and ad revenues, every single day



## IGNITION CAPITAL

A metrics driven marketing loan to spend on UA and scale your game



## PLAY CREDITS

Advancing cash against tax credits that could otherwise take up to 6 months to arrive



# IGNITION CAPITAL

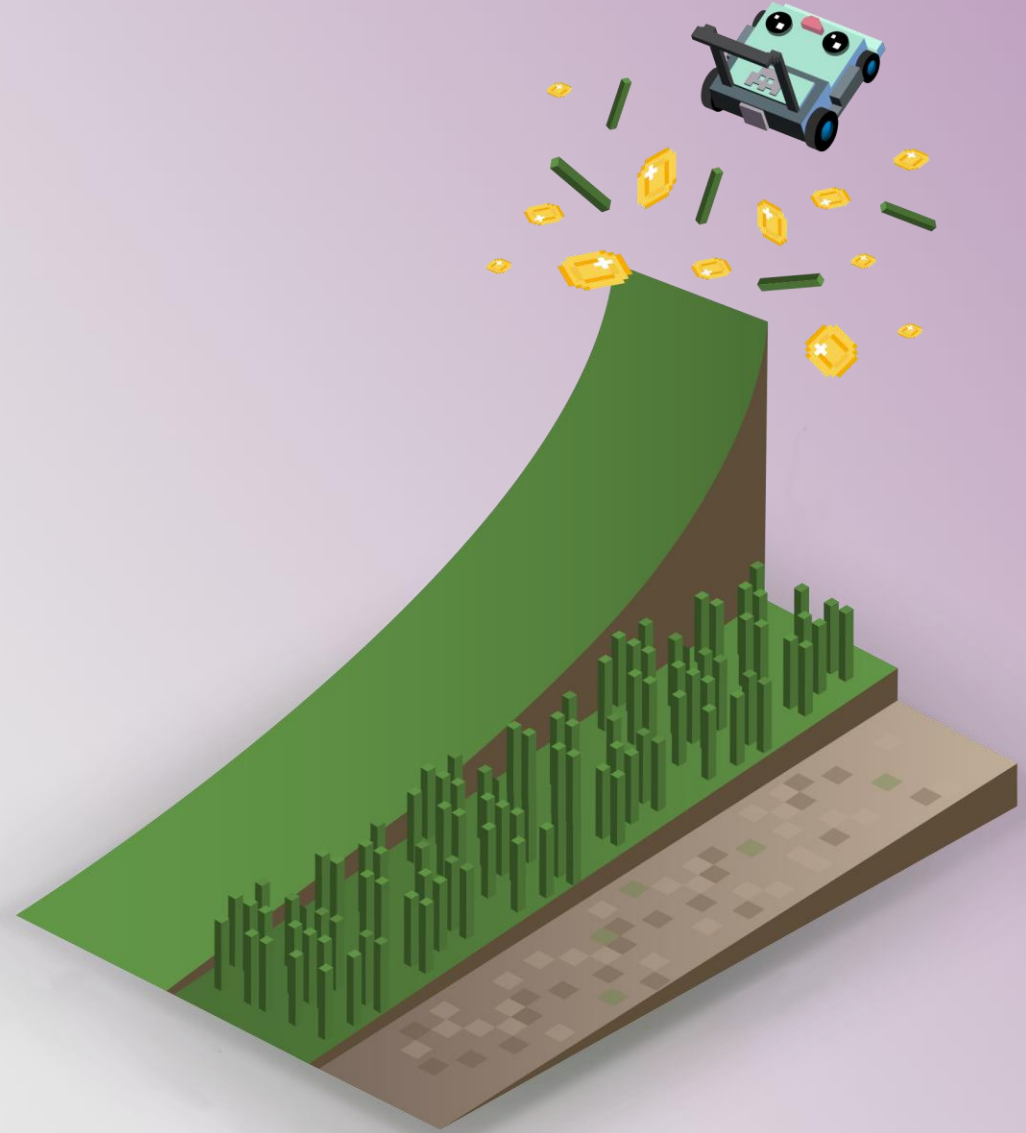
# PROBLEM

## FUND YOUR GLOBAL LAUNCH

- Strong soft launch
- Great KPIs
- But - you can't fund your UA
- How do you scale?

# SOLUTION

## IGNITION CAPITAL



# WHAT'S THE MAGIC NUMBER?

CPI

\$2



LTV

\$2.50

# IGNITION CAPITAL

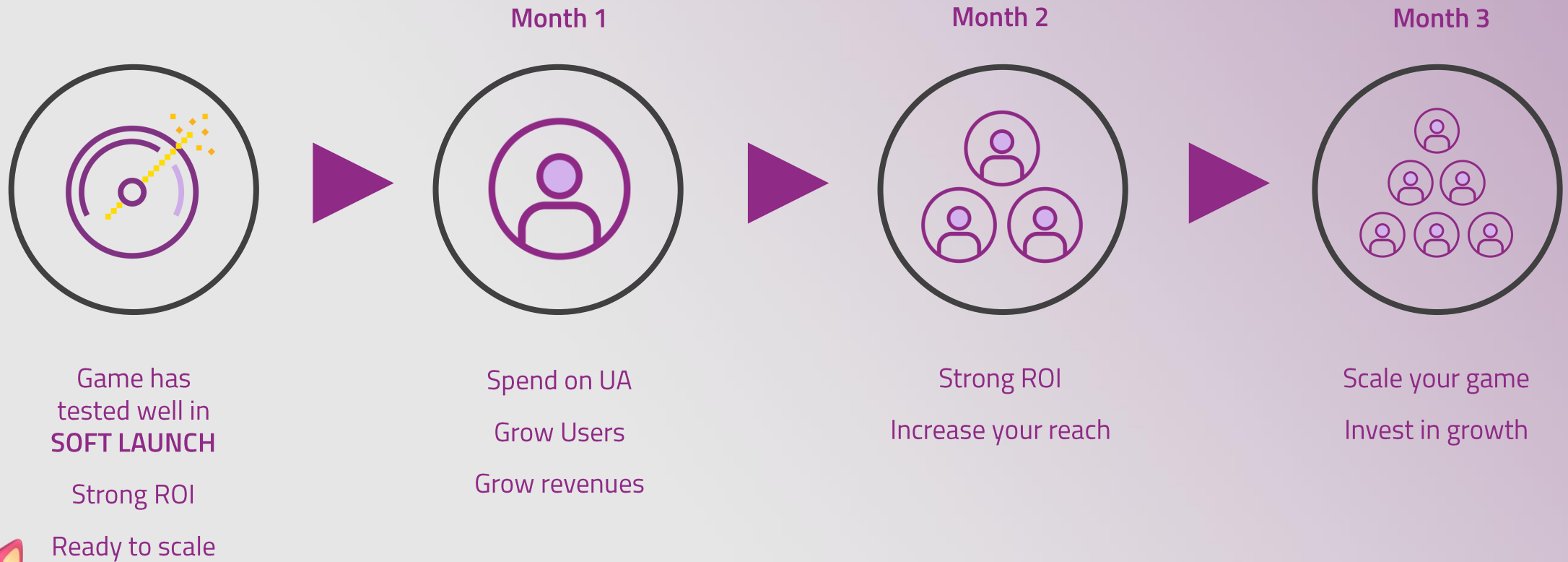
## A UA loan

- We analyze your soft launch data
- A dedicated UA fund
- We lend as soon as the metrics are trending positively
- Access to our DASHBOARD

No need for expensive equity



# IGNITION CAPITAL IN PRACTICE



# ROI CALCULATOR

Are we right for you?

Try our ROI calculator to see if Ignition Capital can help your game to soar.

Ignition Status:



ROI (60d): -

LTV (60d): -

CPI: -

Retention d1 %

Retention d7 %

Retention d30 %

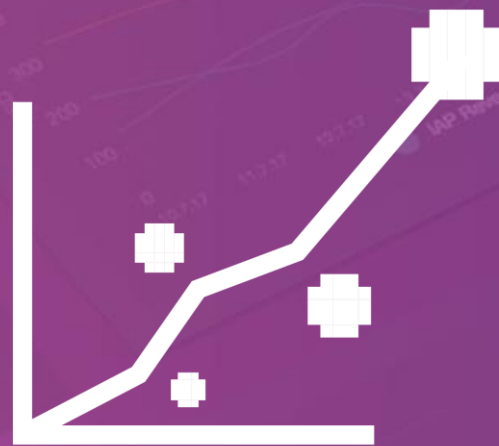
ARPPDAU \$

CPI \$

Email

Calculate

If your game has great metrics then Ignition Capital is for you.  
A product designed specifically for game developers to fund UA.



# PLAY CAPITAL

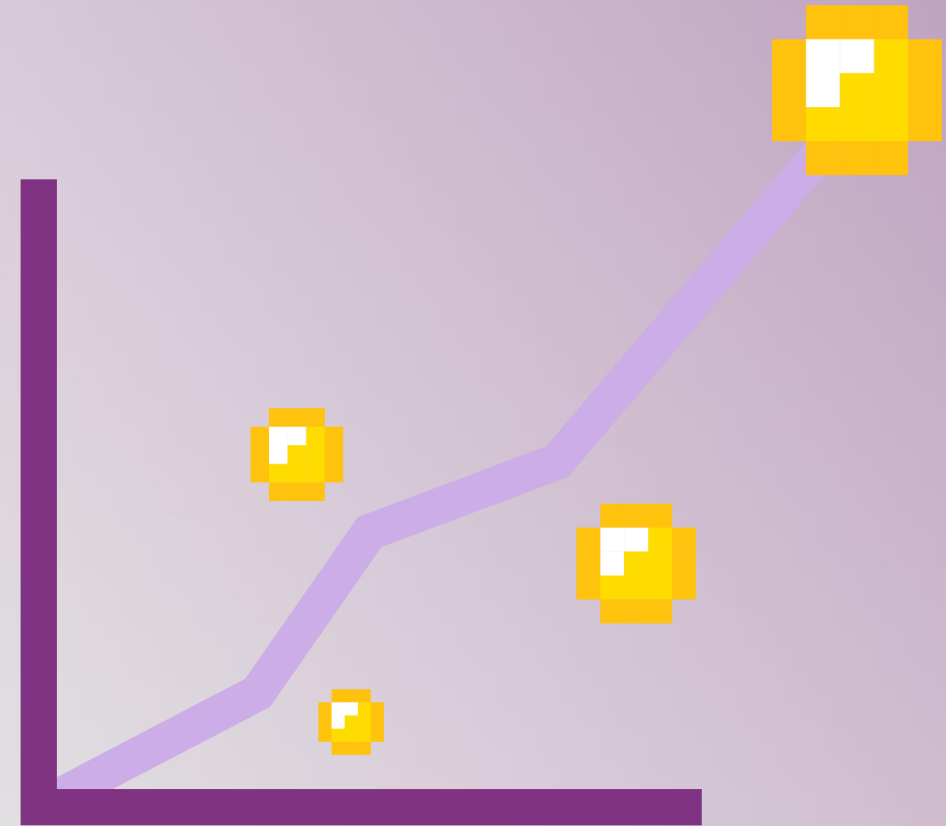
# PROBLEM

## ACCESS YOUR REVENUES EARLY

- You need revenues ASAP to fund marketing for your new game.
- Apple/Google/Steam/Playstation etc pay in 45-60 days.
- Advertising Networks hold your money for 60-90 days

# SOLUTION

## PLAY CAPITAL



# 28% and 47%



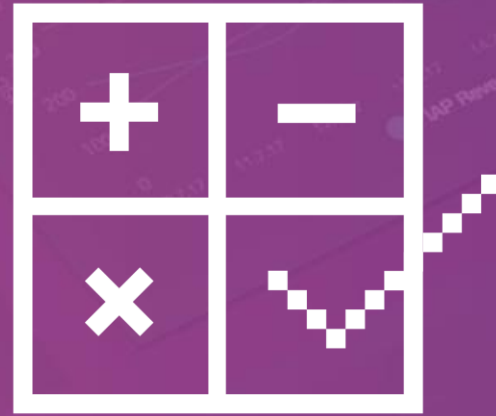
# CASE STUDY – Play Capital



- Spending a large amount per month on UA
- Credit limits at networks an issue
- Needed \$ quickly to keep game momentum and chart position
- **PlayIgnite** lent them **Play Capital** to keep them riding high
- 5 day onboarding and setup



## PLAYIGNITE



# PLAY CREDITS

# PLAY CREDITS

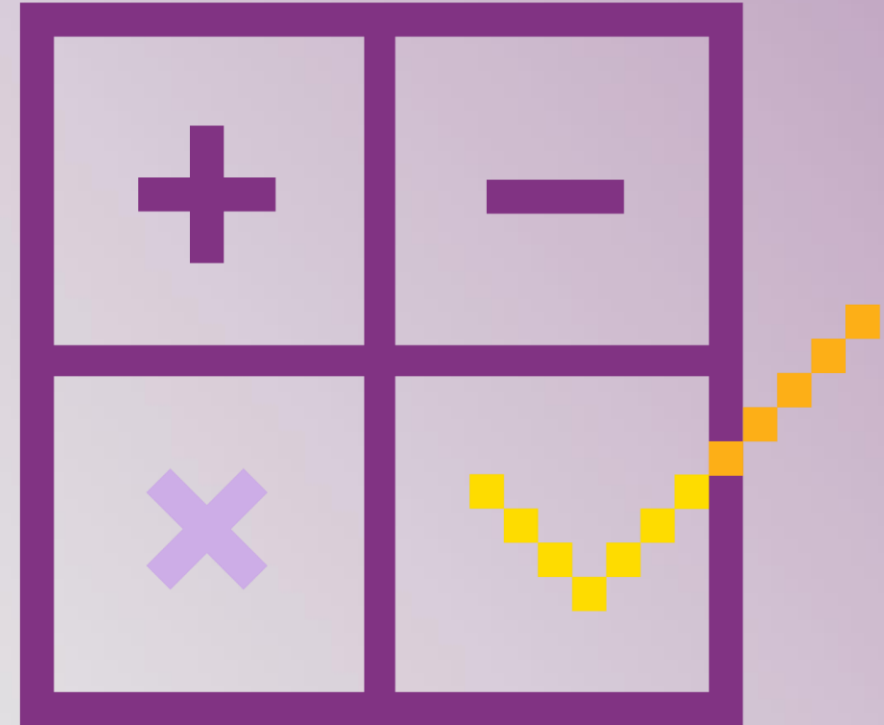
## FUNDING YOUR TAX CREDITS

### VGTR

- A form of **corporate tax relief** from the HMRC
- You can claim up to 20% of development costs.
- Must be a British Game
- Needs a BFI certificate

### PLAY CREDITS

- VGTR Refunds can take 3-6 months to process
- We advance you the money quickly once we assess your likelihood of a refund



# CASE STUDY – Play Credits



- Spent a large amount on game development in 2017/18
- Expecting VGTR refund in November/December
- Accountant being slow, and BFI takes time
- Needed cash now to cover overheads
- **PlayIgnite** lent them **Play Credits** to bridge the cash flow gap
- 8 day onboarding and setup



# PLAYIGNITE

COMING SOON



# OUR PULSE DASHBOARD - FOR YOU

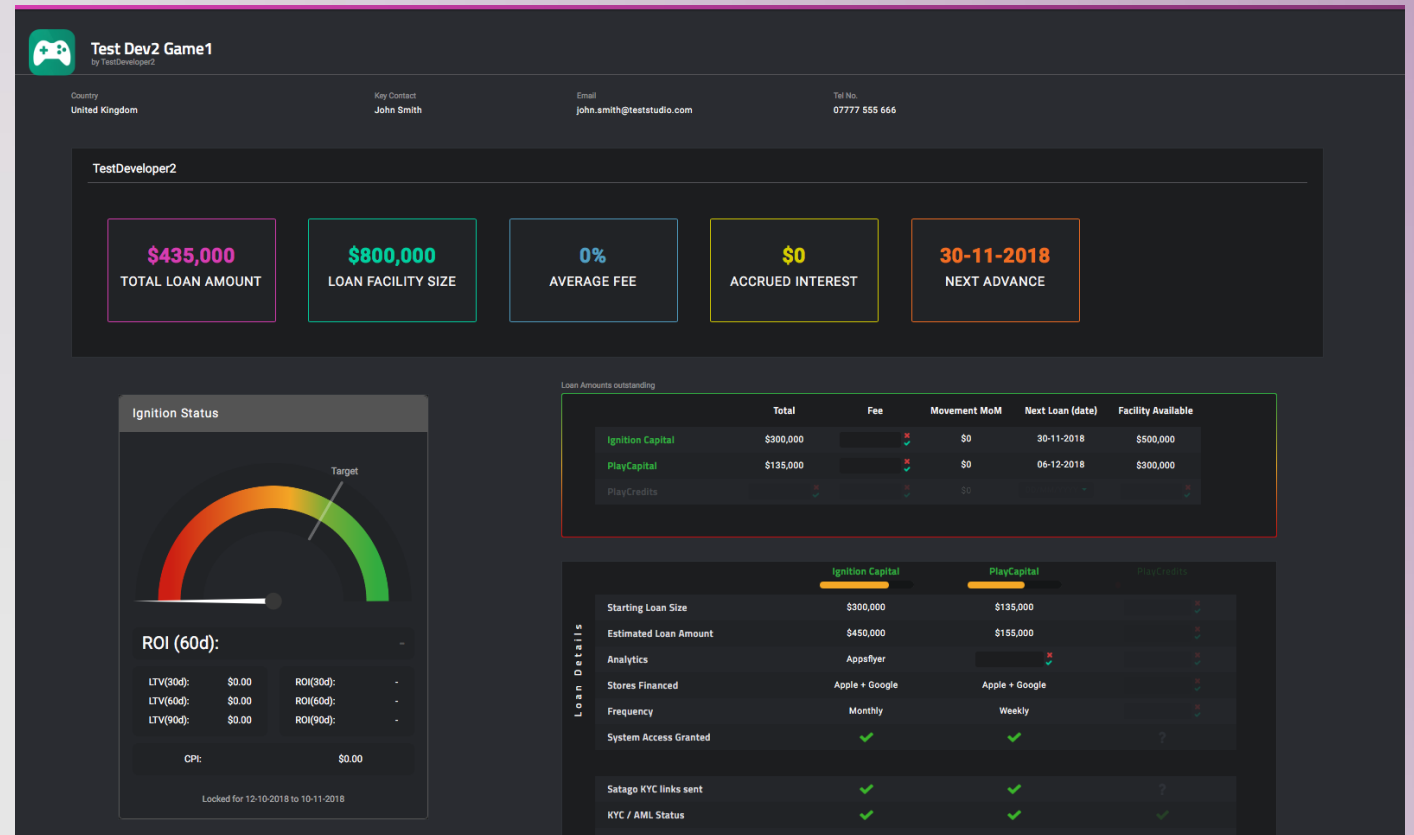
## ACCESS TO OUR TECHNOLOGY

### ROI

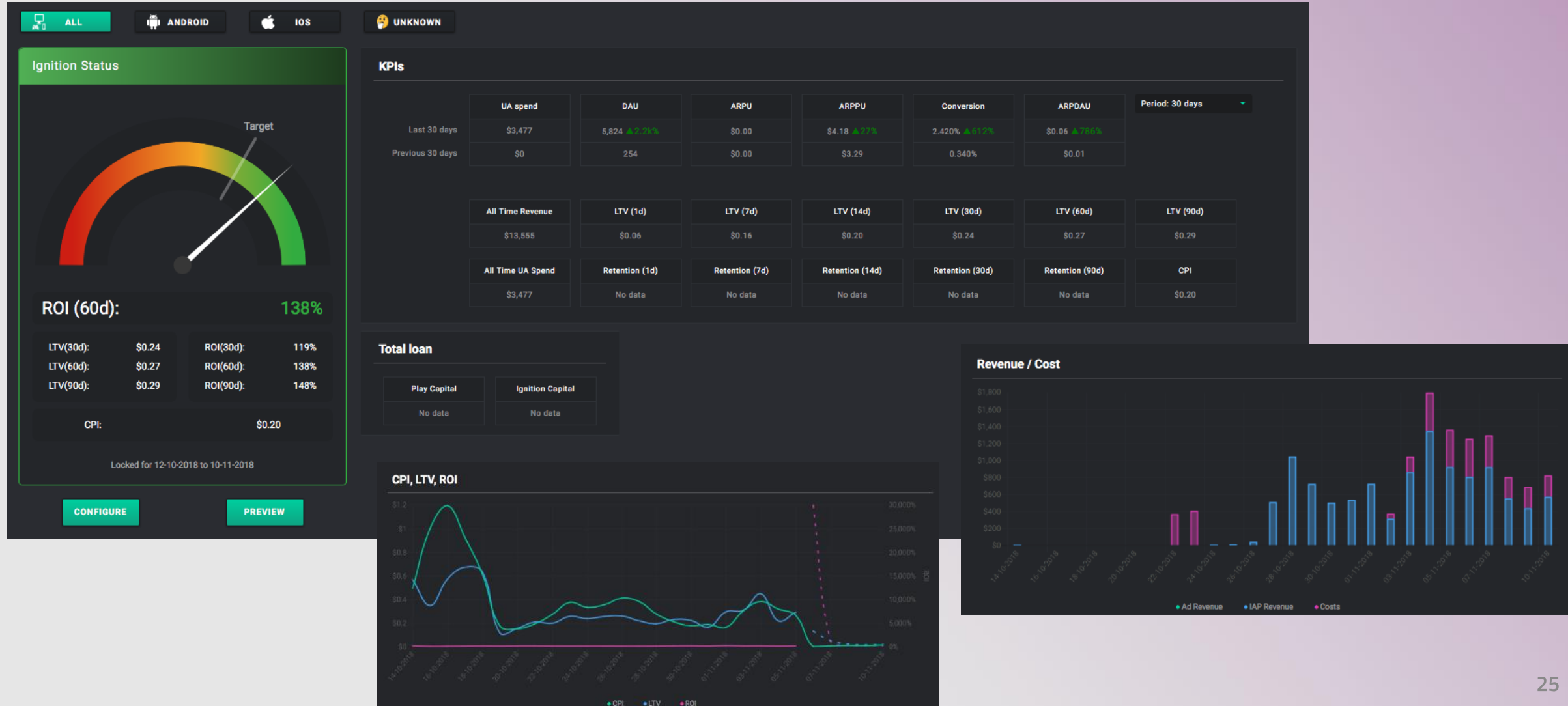
- Full access to our analysis
- You will see your ROI through our lens
- Easy way to track and monitor your ROI

### PROCESS MANAGEMENT

- Full breakdown of financials and loans
- Full transparency in to the process
- Easy way to track and see key documents



# OUR PULSE DASHBOARD - FOR YOU



# USER AQUISITION SERVICES

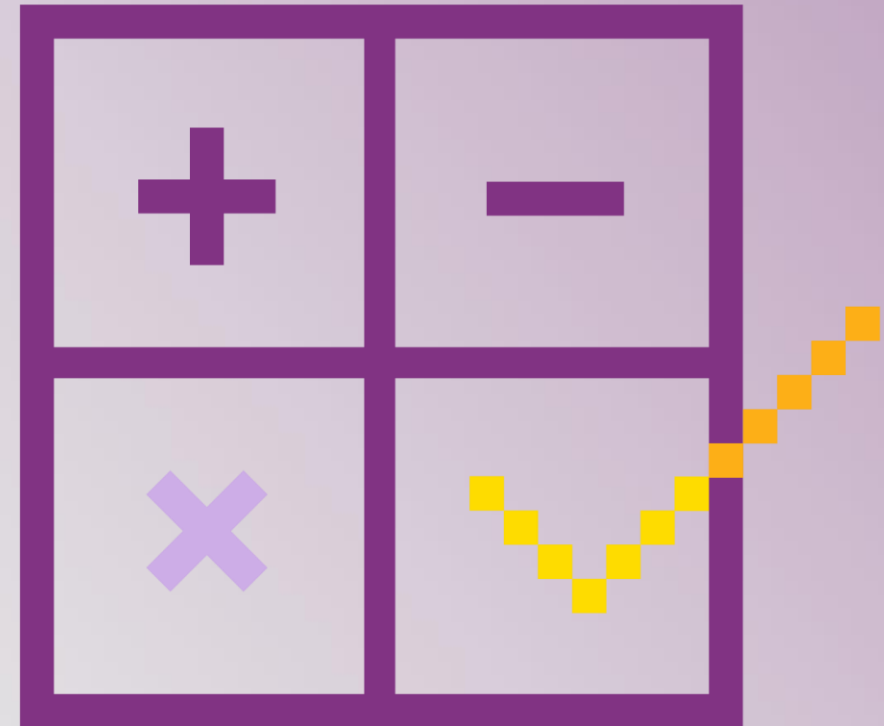
## HELPING YOU MANAGE YOUR UA

### UA CONSULTATIONS

- Sessions with our in-house UA experts
- Assessment of campaigns, creatives, process
- Benchmarking of metrics
- Understanding areas to focus on

### UA AGENCY

- Implementing your UA on your behalf
- Managed by our in-house UA team
- Metrics driven approach to getting you a good ROI
- Detailed reporting and constant feedback



# THE TEAM



**MATT**  
Managing Director



**MARCO**  
VP Corporate Development



**HARVEY**  
CEO & Founder, PlayStack



**HARRIET**  
Marketing Director

# SUMMARY

PlayIgnite funds your growth  
Ignition Capital scales your game



# THANK YOU

Any questions?

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 [@play\\_ignite](https://twitter.com/play_ignite)

PlayIgnite – a PlayStack Company

