

GICKUP

Michael Mikikian and Brian Fudge, Co-founders, Gickup

November 2011



Elevator Pitch

Gickup is an easy to use multiplayer video chat-based gaming platform. Our APIs allow content creators to create games that people can **play** or **watch**

Product

It's the first, real, social

M – Massively (thousands of watchers)

M – Multiplayer (2 to 8 players)

O – Online (web or mobile)

V – Video

C – Chat

G – Gaming platform

Extensible to any site or Facebook, iOS, and Android

Broadcast a single game to tens of thousands users

Dead simple API for content creators

Multi-dimensional games

Highly scalable, P2P mesh framework

Team

Michael Mikikian, Co-founder and CEO

michael@gickup.com

(Goldman Sachs, CSFB, Jefferies, Co-founder 1stoplighting.com generating nearly \$10M in sales)

LinkedIn profile URL:

<http://www.linkedin.com/pub/michael-mikikian/0/220/604>



Brian Fudge, Co-founder and CTO

bfudge@gickup.com

(DivX, Qualcomm, Code Brilliant, Level 2 Realty)

LinkedIn profile URL:

<http://www.linkedin.com/in/bfudge>



Anthony Wentzel, Software Architect

anthony@gickup.com

(Meteor Games LLC, Filmatix Productions, EITC Productions, Inc, BAE Systems)

LinkedIn profile URL:

<http://www.linkedin.com/in/anthonywentzel>



Customer

Propulsion Games is a new creative content company founded by preeminent TV game show producers

Propulsion Games

Partnered with **Propulsion Games** to create original, social games

Co-founders TV game show producers

Created three new games with more in the pipeline



Customer Bios

Michael Agbabian, Co-founder and CEO
michael@missioncontrolmedia.net
(Weakest Link, WCG Ultimate Gamer, Marcel's Quantum Kitchen, Face Off)



IMDB profile URL:
<http://www.imdb.com/name/nm0012912/>

Dwight Smith, Co-founder
dwight@missioncontrolmedia.net
(Weakest Link, WCG Ultimate Gamer, Marcel's Quantum Kitchen, Face Off)



IMDB profile URL:
<http://www.imdb.com/name/nm0808054/>

Product Demo

DEMO

Login Register



HOME GAMES



LEARN MORE

Play Games
Meet Friends
Watch Players
Have Fun

Connect with Facebook

Create a FREE Gickup account

feedback



Judge Me



Ruthless



Secret Celeb

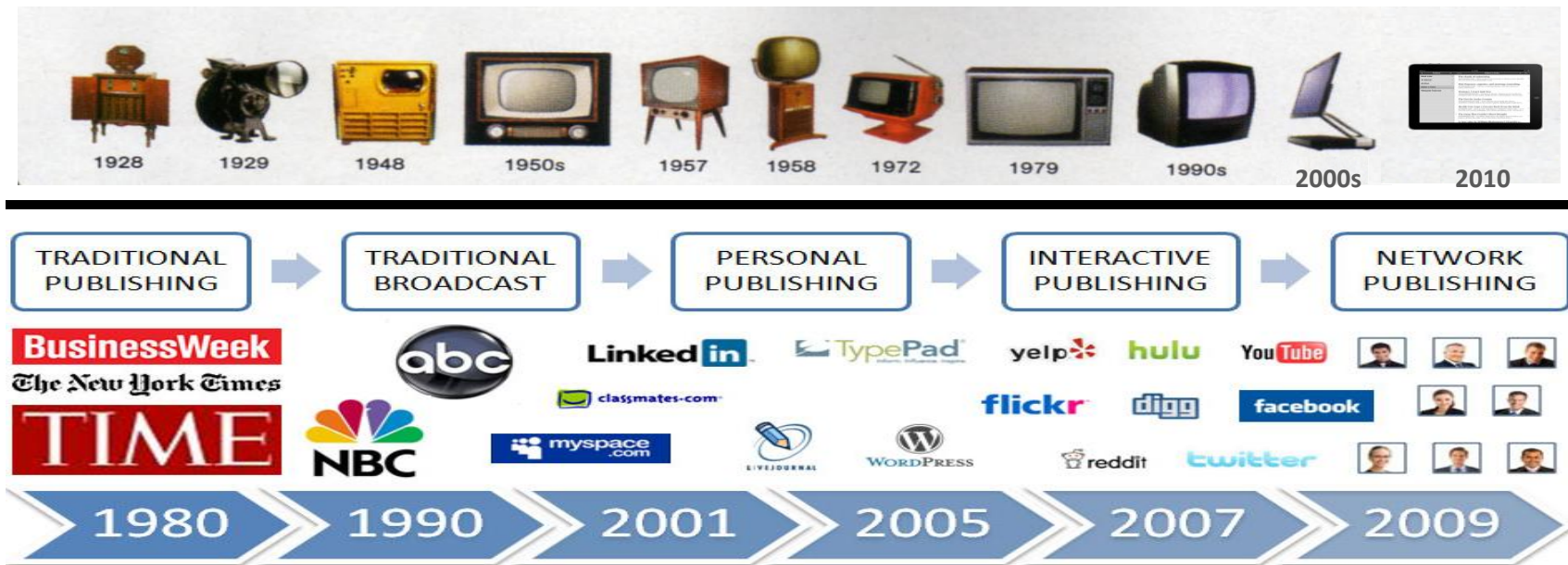
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Trailer: <http://www.youtube.com/watch?v=JRY7WfovNSk>



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Where Are We Headed?



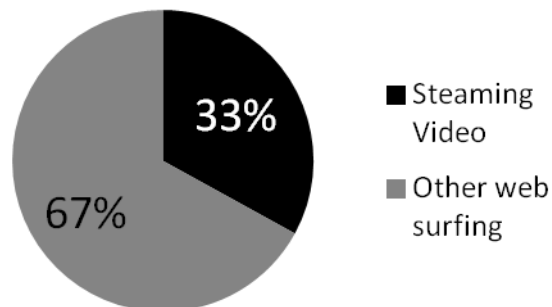
Media and Entertainment Are Evolving to Changes in Technology and Distribution

108 million people in the US are going to watch

1.3 billion videos

Today

Time Spent Online (ages 12-17)



- 1) Faster broadband pipes with growing adoption
- 2) IP based streaming
- 3) Cloud infrastructure
- 4) Built-in cameras everywhere
- 5) Interactive experiences

Gickup Revenue Model

TV commercial ads before (pre-roll), during (interstitial / commercial break between rounds) and after each game (post-roll)

Daily or monthly passes for premium games

Daily or monthly passes for private games

Virtual goods /currency

Monthly subscriptions for future add-on features

Total Addressable Market

Social games will capture an increasing portion of the overall **\$52 billion** video game software market, as estimated for 2011 by IDC, as well as the global entertainment market

IDC forecasts that the number of users on social networks globally will grow to **1.6 billion** by 2014

IDC forecasts worldwide smartphone market to reach **982 million** units by the end of 2015

IDC forecasts tablet shipments are expected to reach **62.5 million** in 2011

