



# GamingFrog

Win cash & prizes playing your favorite video games

[www.gamingfrog.com](http://www.gamingfrog.com)

## Contact/Questions:

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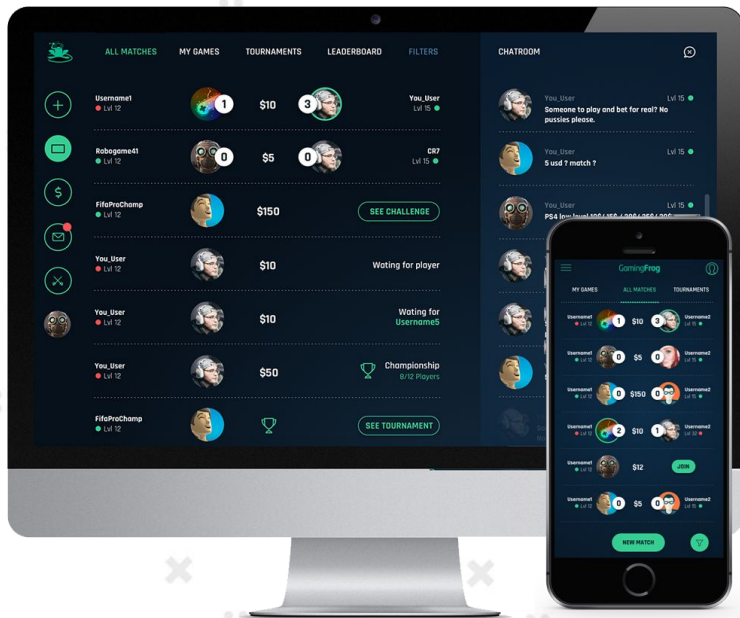


Deck for Seed Round.



Gaming frog connects video gamers and enthusiasts, allowing them to socialize, compete, play their favorite games for cash and prizes.

Promo video >



Gaming Frog is an esports platform that offers head-to-head match and multiplayer tournaments for cash and prizes.





**Online Video Gaming is increasingly becoming more competitive and gamers more demanding for new and exciting ways to compete and test their skills.**



**No Incentives!**

**Motivation is lost**

**Current online gaming platforms fail to excite players, lack incentives, and are plagued with repetitive actions resulting in loss of player interest.**



# Gaming Frog is an esports platform that offers head-to-head matches and multiplayer tournaments for real cash prizes.

Multiplayer tournaments

Climb leaderboards

Compete for prizes

Start your path to pro

Head-to-head matches for \$

Play with people in your skill level

Follow other users

Share your achievement for others to see



# How it works



1 . CHALLENGE OTHERS  
OR JOIN A MATCH

2 . PLAY GAME ON  
YOUR CONSOLE

3 . REPORT AND  
CONFIRM SCORE

4 . WIN  
MONEY/PRIZES AND  
REPEAT





## Business Model



**10% Commission**

On head-to-head and  
tournaments



**Media Rights**



**Data Analytics**



**White label Service**



**Social**



# Gaming frog addresses a growing \$1bn market with a projected growth of \$1.8bn in 2022

## ESPORTS REVENUE GROWTH

GLOBAL | 2017, 2018, 2019, 2022

- MERCHANDISE & TICKETS
- GAME PUBLISHER FEES
- BRAND INVESTMENT REVENUES  
(MEDIA RIGHTS, ADVERTISING, SPONSORSHIP)

Please note that these numbers are from February 2019. We revise our revenue and audience estimates every quarter and update if necessary. You can always find the most up to date numbers at:

[newzoo.com/  
key-numbers](https://newzoo.com/key-numbers)





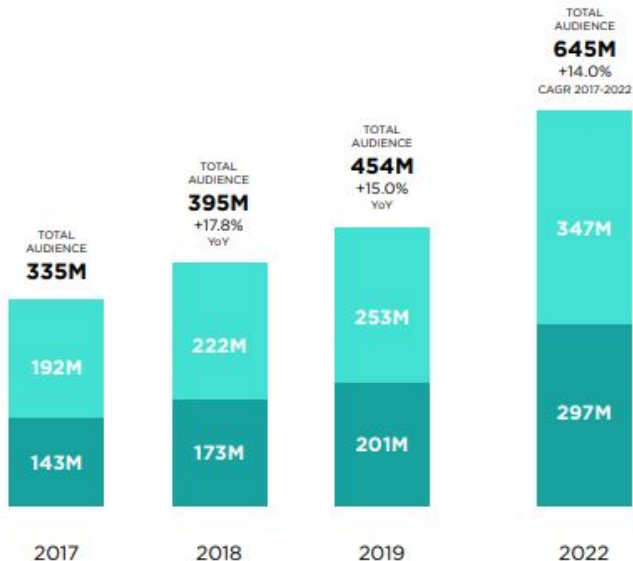
# Audience growth with projections

## ESPORTS AUDIENCE GROWTH GLOBAL | 2017, 2018, 2019, 2022

- OCCASIONAL VIEWERS
- ESPORTS ENTHUSIASTS

Please note that these numbers are from February 2019. We revise our revenue and audience estimates every quarter and update if necessary. You can always find the most up to date numbers at:

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Due to rounding, Esports Enthusiasts and Occasional Viewers do not always add up to the total audience.

The expected  
percentage growth  
from 2017 to 2020  
is of 92%





# Competitive Landscape





# What is Happening in the Industry?



- 👉 Founded in 2018
- 👉 Total Raised 46M
- 👉 Series B, 30.5M (11/19/18)
- 👉 Lead investor: Elysian Park Ventures



- 👉 Founded in 2016
- 👉 Total Raised 6M
- 👉 Seed round, 2.5M (12/31/17)



- 👉 Founded in 2015
- 👉 Total Raised 3.7M
- 👉 Seed Round 3M (3/28/19)
- 👉 Lead investor: Aubrey Graham (Drake)



- 👉 Founded in 2017
- 👉 Total Raised 2M
- 👉 Seed round, 2M (09/20/18)
- 👉 Lead investor: Boost VC



- 👉 Founded in 2013
- 👉 Total Raised 12.5M
- 👉 Seed Round 9M (07/01/17)
- 👉 Lead investor: Deep Space Ventures



- 👉 Acquired in 2006
- 👉 Undisclosed amount
- 👉 Acquired by Major League Gaming



# Why Gaming Frog

## Product Lines

- 👋 The added value is understanding each of the different ecosystems for every video game we will support.

## Community

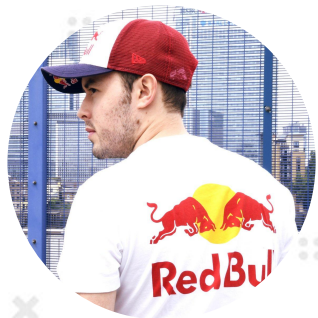
- 👋 Our users are our #1 priority. We want them to be able to showcase who they are, that is why we are offering a social media like experience within the app.

## Artificial Intelligence

- 👋 Working on implementing artificial intelligence to automate match results through live streaming apps.



# Market Validation



**Javier Munoz:**  
Pro FIFA Player  
and Red Bull  
Athlete



**SpinBros:**  
Twitch  
Streamer Duo



**Giuseppe:**  
Guastella Pro  
FIFA player for  
the US and LA  
Galaxy

**ChuBoi:**  
FIFA esports  
host for  
Manchester  
United



**BuckArmy:**  
eMLS player  
for Colorado  
Rapids



**Nick "Run the  
FUT Market":**  
Twitch  
Streamer &  
influencer



Go To Market Strategy

**TUNE IN!**



Live Streamed  
[twitch.tv/gamingfrogtv](https://twitch.tv/gamingfrogtv)

# GamingFrog Week-Day Invitational Cup

Prize pool: **\$2,000.00**  
Starts December 3rd, 2018  
[gamingfrog.com/tournaments](https://gamingfrog.com/tournaments)

Over **\$500.00** in giveaways  
during live stream



Commentators: **SpinBros,**  
**ALMIGHTYCH1CKEN**



@gamingfrog16



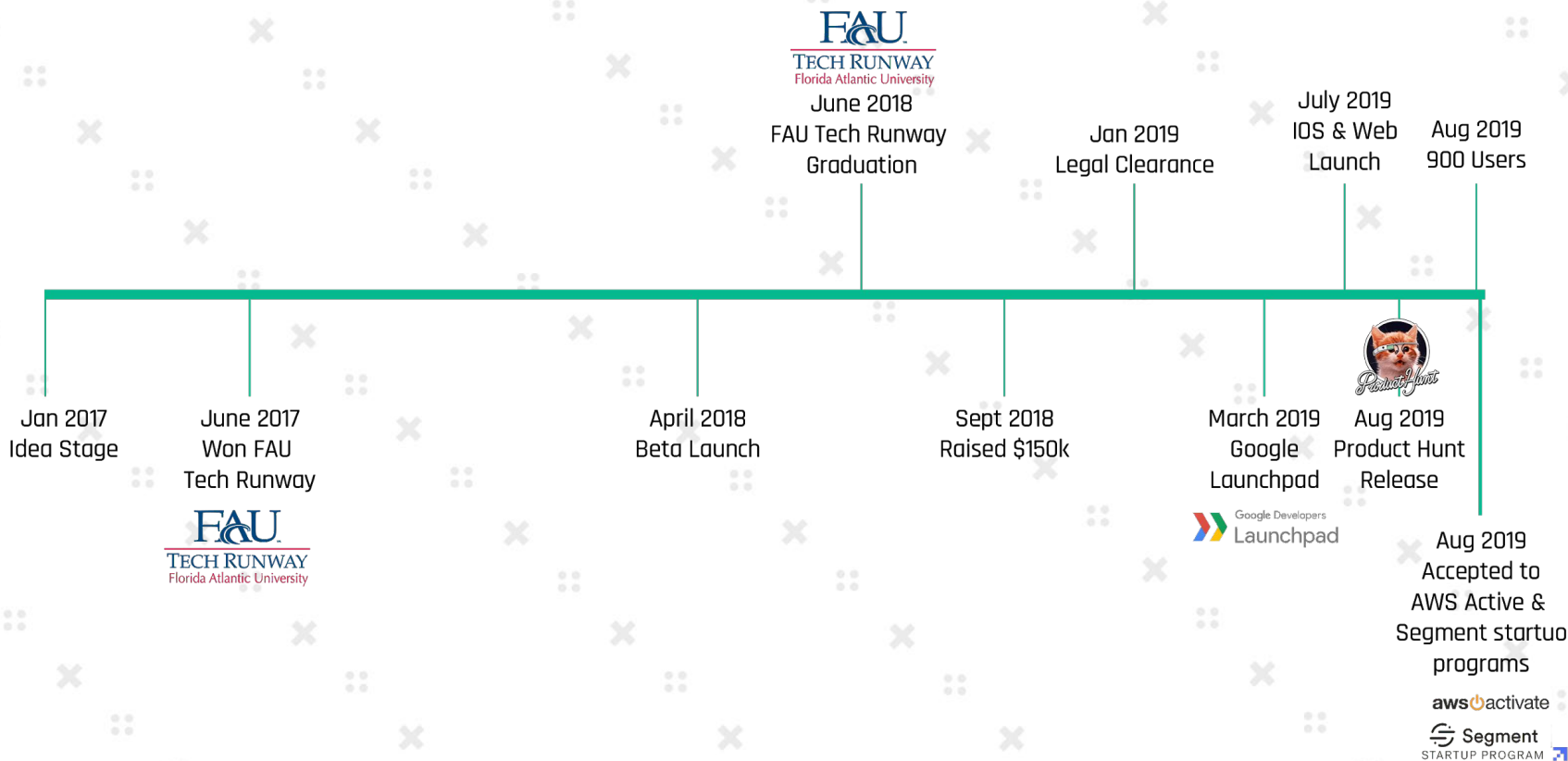
\*This is not an official qualifier event for the FIFA 19 Global Series

Powered By





# Timeline





## Made for Gamers, by Gamers



**Juan Duque**  
**CTO/CMO**

- 👉 Digital marketing expert w/ 8 years of experience.
- 👉 Full stack developer w/ 5 years of experience.



**Lucas Romero**  
**CEO**

- 👉 Esports athlete agent
- 👉 Experience w/ sports media and brands





## Advisory Board Members



**John Igoe**  
Partner @ Locke  
Lord (legal firm)



**Matthew Healey**  
Director, Product and  
Innovation @ Mastercard



**Erick Guerra**  
Angel Investor

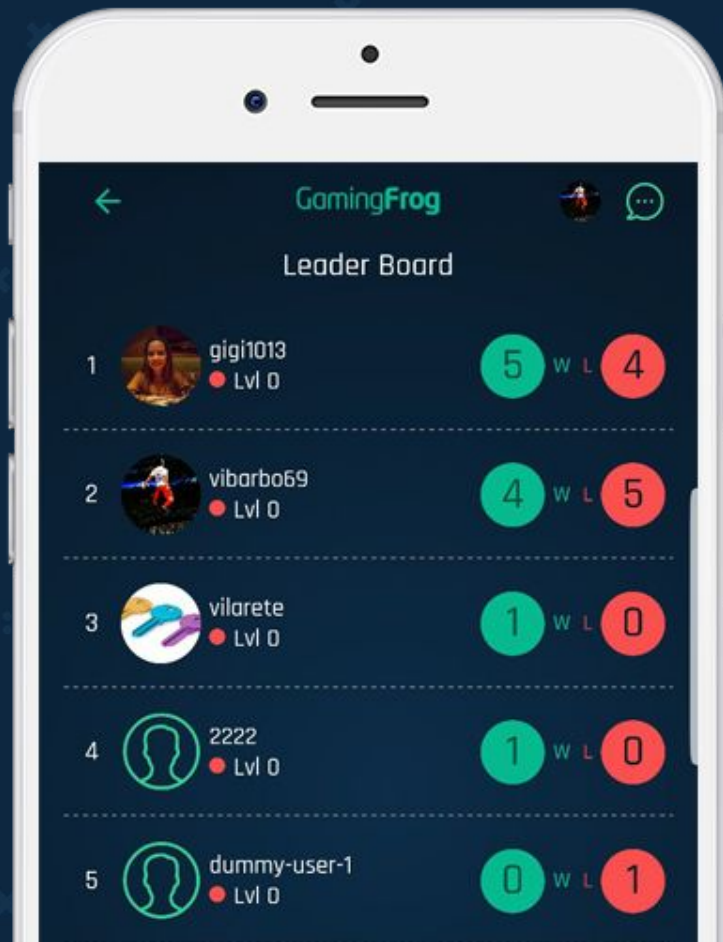
👋 Former advisor &  
investor PlayVS





## Current Stage

- 👉 FAU Tech Runway winner 2018
- 👉 Raised \$150k F&F round in 2018
- 👉 Google Launchpad Participants 2019
- 👉 Received Legal clearance (Opinion Letter)
- 👉 Trademark granted
- 👉 Launched IOS & Web app July 2019
- 👉 More than 1,000 users since launch
- 👉 Raising \$400k seed round





# Gaming frog is currently raising a \$400K seed round

## Use of Funds

- 👉 Launch Android
- 👉 Introduce Influencer Tournaments
- 👉 Develop Social Component
- 👉 Expand full time development team
- 👉 Expand to NBA2K and Madden

## What's Next

- 👉 Series A round
- 👉 AI integration
- 👉 Expand to team based games
- 👉 Introduce B2B product (white label)
- 👉 Introduce membership model
- 👉 Become the #1 FIFA wager platform

## The Future

- 👉 Have our White Label product in at least 3 different esports leagues
- 👉 Expand globally
- 👉 Become the #1 video games wager platform in the world



**In 5 years, Gaming Frog will be the global, No. 1  
go-to esports platform for sports games,  
serving > 1m users and > 250k head-to-head  
games per month.**

**GamingFrog**





## GAMING FROG

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playing FIFA 19

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