



# **Geronimo**

**Breaking through the mobile  
social game industry**

# Three founders with solid background and previous entrepreneurship experiences



**RAPHAËL ASSOULINE**

*Business development  
and Marketing*

- Co-founder and CMO of **Handyamo**<sup>1</sup>
- Equity Research at **Exane BNP Paribas**
- MSc. 225 in Corporate Finance from University Paris **Dauphine**



**JÉRÔME GUILMET**

*Engineering  
and Finance*

- Investment Manager at **Orakim Investments**<sup>2</sup>
- TMT Advisory at **J.P. Morgan**
- MSc. in Applied Mathematics from **Harvard** University
- MS. Engineering from Ecole **Centrale Paris**
- Bachelor in Economics from University Paris **Dauphine**



**SAMUEL MOTTET**

*Product Design  
and Operations*

- Co-founder and CEO of **Popcorn Cinema Social Club**<sup>3</sup>
- Strategic Consulting at **Bain & Company**
- MSc. in Operations Research from **Cambridge**
- MS. Engineering from Ecole **Centrale Paris**

<sup>1</sup> Corporate event organization on Android tablets (Samsung partner)

<sup>2</sup> Seed investment fund in real estate and tech companies across France and Israel

<sup>3</sup> Cinema social club event organization

# Mobile Gaming is an outstanding market opportunity, with space for indie players like us

## Mobile Internet

**"Most disruptive Technology market"**

*McKinsey Global Institute, May 2013*



## Mobile Gaming

**\$13B**  
in 2013

**33% CAGR<sup>1</sup>**  
over 2012-15E

## Video Games

**"Most attractive Entertainment sector"**

*PricewaterhouseCooper, June 2012*



### 2012-2013 success stories



- Apr. 2012: 35M MAU<sup>2</sup>
- Acquired by Zynga \$220m



- Sept. 2012: 60M Users
- \$4M raised from CapISF, Kima...



- Jan. 2013: 28M MAU<sup>2</sup>
- \$6M raised in Nov. 2013

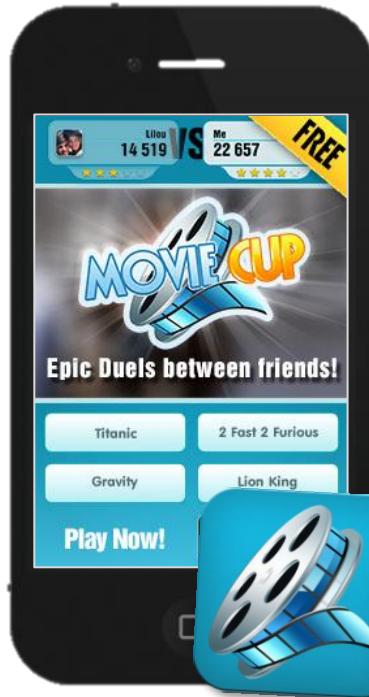


- Oct. 2013: 3M Users in 3 weeks
- \$22M raised in Dec. 2013

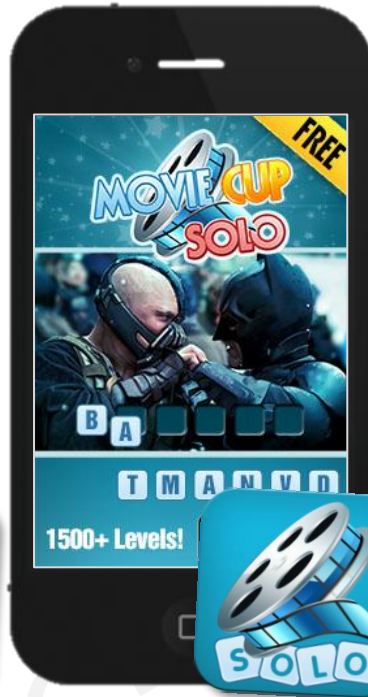
<sup>1</sup> Compound Annual Growth Rate ; <sup>2</sup> Monthly Active Users

Source: Distimo, Gartner

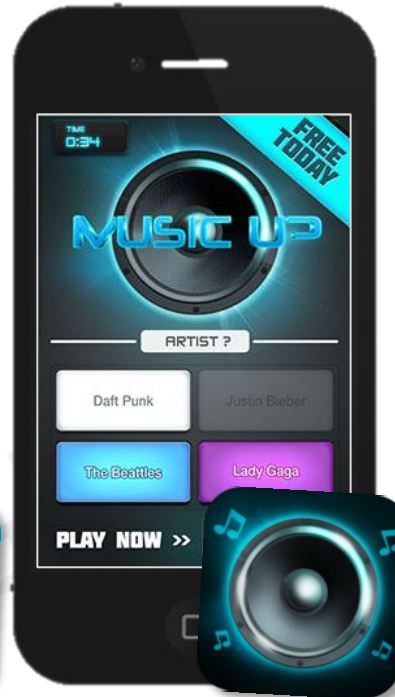
# Our first three games have received compelling market validation ; Five more to come in 2014



- Guess movie clips faster than your friends!



- Explore the wonderful world of 7th art across 1500+ levels!



- Guess as many songs as possible in 60 seconds!



- New content and game dynamics, the best is yet to come...



**200K**

Global crossplatform users



**5M**

Games played on MovieCup & MusicUp



**4,8/5**

Average Overall User Ratings<sup>1</sup>

<sup>1</sup> Based on over 2,500 ratings

# Beyond products, we built up a world-class engineering platform outperforming the market

## A STATE-OF-THE-ART KNOWLEDGE & TECHNOLOGY PLATFORM...

### Geronimo's Velocity Platform



#### Performance Frameworks

- Top games / apps **Best Practices**
- **A/B Tested** in-app schemes
- Cross-platform **mechanics**



#### Proprietary Toolbox

- Automated **routines**
- **Optimized Facebook leverage**
- **"Growth Hacks"** tools

## OUTPERFORMING THE MARKET ON BOTH RETENTION AND ACQUISITION METRICS

### Geronimo VS. Market Benchmarks



#### Acquisition

We acquire  
**3x more** users  
with the same  
budget

#### Retention

We consistently  
retain **20%  
more** users  
over the 30 first  
days

# Looking ahead, we commit to a 3-year strategy towards attractive cash flow generation

## CONSISTENT SET OF PRIORITIES

**Develop new creative products**  
leveraging and improving Velocity platform

**Strengthen a team**  
of top-level game professionals

**Increase market presence** in targeted countries

**Turn revenues into cash flow** generation by 2017

## 2017 Outlook



**15**

Games  
Catalogue



**20**

People  
Company



**35M**

Cumulative  
User Base



**7,5M€**

Annual  
Revenues

and ambitioning ~20M€ annual revenues in 5 years from now



**We are looking for 350-500K€ to fund our development and growth**



- ✓ A Booming market with hit opportunities
- ✓ A Growing game portfolio with compelling market validation
- ✓ World-Class Engineering outperforming the market
- ✓ A Scaling roadmap based on long-run marketing experience
- ✓ Heading towards attractive value creation and cash flow generation

Contact us  
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