Part 1: "Elevator" Introduction

Brief elevator pitch for your company

Video games like Candy Crush can generate revenues of 2 billion dollars a year! That's more than Kickstarter and GoFundMe COMBINED! At Bee The Swarm, what we do is make fun and addicting video games and then give back 50% of those funds to our users and let them decide where the money goes. Start your own campaign and raise money or support someone else's cause that you care about.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

The total video game market is 100 billion dollars. We are focusing on the PC and mobile segments as they represent over 50% of the total gaming market. In particular our early adopters are the "charity" gaming market, which has over 250,000 active users. We are targeting a high penetration of these users, the largest of which are the 55,000 "Extra Life" users because they have identified as having the key factors we look for in an ideal early adopter: loves video games, cares about charities, and are very vocal about their passion for mixing the two. We view this niche segment as our sounding board and advocates to reaching more main stream individuals.

Is this market growing? How fast?

The total gaming market is growing at approximately 7% per year, with the primary growth being dominated by the expansion of mobile app revenues which continue to increase at about 20% yoy.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

The market is very competitive with both large companies such as King (Candy Crush) and Niantic (Pokemon Go) and small companies (indie developers) that target similar demographics and via for their casual free time (indirect competition). Our differential is our approach, as no true "game company" is charity focused and no "charity company" makes good video games

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Our early adopters are "Extra Life" participants. Extra life is a gaming charity group that raises over 8 million dollars a year collecting donations for their 24 hour gameathon, from mostly friends and family to support the children's miracle network (children's hospitals). We have talked to over 50 of these heroes conducting customer discovery interviews and have validated their need to raise money for this charity and their passion to use video games to do it. As a company we spend a minimum of 10 hours a week discussing ideas, products, and getting feedback from these truly inspiring individuals. A typical extra life user will spend 1-2 hours a week in the hopes of raising on average $200 per participant per year. We have validated our games ability to match donor contributions through gameplay (more people) vs asking for money.

Describe how you win customers today. Describe your future customer acquisition strategy.

We "win" customers today by supporting good causes that people want to support. We plan to scale this by "paying" our users to add their friends. Because our system is effectively a redistribution of wealth platform (money from our games goes to our users), we can motivate our users to help us scale by giving them more say in where the money goes if they add friends.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

We look to displace the "standard" mobile marketplace by connecting games to good things in the world. We are different because we are so much more than just a gaming company. On the other end, there are a few other 'games for good' concepts being proposed or on the marketplace. We are better than these companies primarily because we are actually a gaming company and not a charity. No matter how good the cause is, people aren't going to waste their time if they don't enjoy playing the games. We also have the ability to partner with national organizations. We have worked with very large organizations such as United Way, Special Olympics, and many others. We also signed an agreement with a +1 billion dollar non-profit organization to develop their own custom game that fits within our Bee The Swarm platform.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

Bee The Swarm raises money for good causes by donating 50% of its gaming revenue (4 games on app store) to campaigns started by our users. Bee The Swarm is similar to GoFundMe, but where the money comes from users playing video games instead of taking out a credit card.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)
The "technology" is well validated, our product is a platform that redistributes wealth from us to our users. We can validate that it works because we have a functional beta product.

Describe the remaining product development risks and your plans to overcome them.
Some of the features of our platform have purposely not been made to scale. In particular how we "pay" campaigns. It would take a lot of development work to semi-automate this feature. However, if we made something that "didn't scale" and further validated the concept, then we could develop that solution after the fact. The risk here is that if we scale too quickly the man hours required to support this currently manual process will be difficult to manage.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).
A user can read about a current event such as a crisis in a foreign country, pick up their phone and in about 30 seconds start a campaign to support them. They could then play video games and invite their friends to play, and raise $100's to $1000's of dollars for that cause. We provide the same "hook" experience that facebook does in connecting users to information and content, but then add an additional feature which enables them to feel very positive about their day because they are actively bettering the world.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)
Our mentality has been better, faster, and cheaper. In the world of app and game development, legal paperwork is a very poor form of traction. With better funding we would explore these options further, but do have limited resources and are currently focused on our customers and establishing a base.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?
Because we have a significant first to market advantage here on the concept, we will benefit greatly from the network effect. We will also be able to lay the groundwork for relationships that take years to build. Some of the major organizations we have worked with are very slow in how they manage corporate partnerships. We have been building these relationships for about a year with great success. These relationships cannot be duplicated easily, and as we grow in 2017, we intend form stronger and more partnerships with many non-profits and charities from around the world.

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Part 5: Risk vs. Talent Narrative

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What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?
Major risks eliminated by never building something people don't want, we perform customer discovery and then build. Our next milestones in risk reduction is further customer validation of a broader charity categories.

Briefly list and describe your key team members.
Rob – CEO 12+ years software development, PM experience, PhD in computer vision, Stan – CTO 8+ years game development in particular in Unity3D a multi-platform. 50+ games over 3M downloads, Crystal – Marketing – 6+ years game marketing experience 200+ games over 10M downloads, Jen – Creative Director – 8+ years graphic design, corporate branding, marketing, and web development, Pavel – Client Developer – 3+ years game dev experience 10+ games over 1M downloads Alex – Server Developer – 5+ years server dev experience 20+ games over 2M downloads

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?
We would like to add a COO to the leadership team. Adding this individual would free up time for our CEO and CTO to better focus on the tasks that are more traditionally reserved for those roles. For example, it is difficult for a small company to simultaneous raise a round of financing at the same time it is developing and launching its flagship product. Our first step is to raise a seed round, and then we will be better able to approach the individuals we have already identified for this role.

Briefly list and describe your key advisors, and their contributions to date.
We have had a large number of advisors who have helped educate and mentor us. We took part in the summer 16' ABQid cohort and had hands on mentorship with dozens of local and national mentors who helped educate us on lean startup. For that we will always be grateful.