

Rocket DAO startup evaluation



GamePad

Game store in Telegram with a wide selection of casual and hyper-casual games of different genres that a user can get access directly to - without downloads and registration.

This report has been prepared under Rocket DAO platform and provides preliminary evaluation based on the methodologies developed by a decentralized Rocket DAO expert community. It also includes expert recommendations to the project. This document does not give investment advice, endorsement or recommendations with respect to any securities or investments. Rocket DAO does not in any way warrant or guarantee the success of any action you take in reliance on the statements provided in this report.



GamePad

Startup

Game store in Telegram with a wide selection of casual and hyper-casual games of different genres that a user can get access directly to - without downloads and registration.

t.me/GamePadBot

Product

GamePad is a game platform in Telegram messenger, which doesn't require downloads or registration. GamePad suggests solutions to the key problems of game studios: a new market, social interactions with gamers, simplification of monetization, simple and fast log in for players.

Advantages for users: games do not require to be downloaded, a quick way to share games and your game achievements with your friends, a convenient payment method inside Telegram, no registration, bonuses for invitations of friends, wide range of games of various genres.

Founders

Team size: 10



Pavel Kuznetsov

Co-Founder | CEO



Anton Ibragimov

Co-Founder | CTO



Gabil Tagiev

Business Developer

Round
Pre-Seed

Equity
10%

Team location
Belarus

Founding year
2019

Capital seeking
\$ 200 000

Country of incorporation
Belarus

Business type
B2C

Geographic focus:

America, Europe & Russia, Asia, Australia, New Zealand & Oceania

Industries:

Gaming, Social Media & Messaging

Project card on
the platform

Rocket DAO

Problem

The main needs of today's youth are to play quick short games without wasting time on registration and downloading, to find interesting titles and the ability to share results with friends. The main problems of game studios are expensive traffic, overcrowded market, and difficulty in getting feedback from users.

Business model

F2P is a game distribution model in which players get access to the game for free, but during the game process, they are offered to purchase the game currency that he can be exchanged for VIP accounts (letting turn off advertising) and game items. Also, the game currency that the player has bought can be spent in all games on the platform.

Solution

For players — we create a gaming platform in Telegram messenger with a large range of games of different genres, where the game profile is linked with their Telegram account. Each game has its own chat from which you can join other players to play together.

For game studios — we provide expansion into a new market, convenient instruments for integration to our platform, development of their own game communities, free traffic, and more easy way to log in to the games.

Market

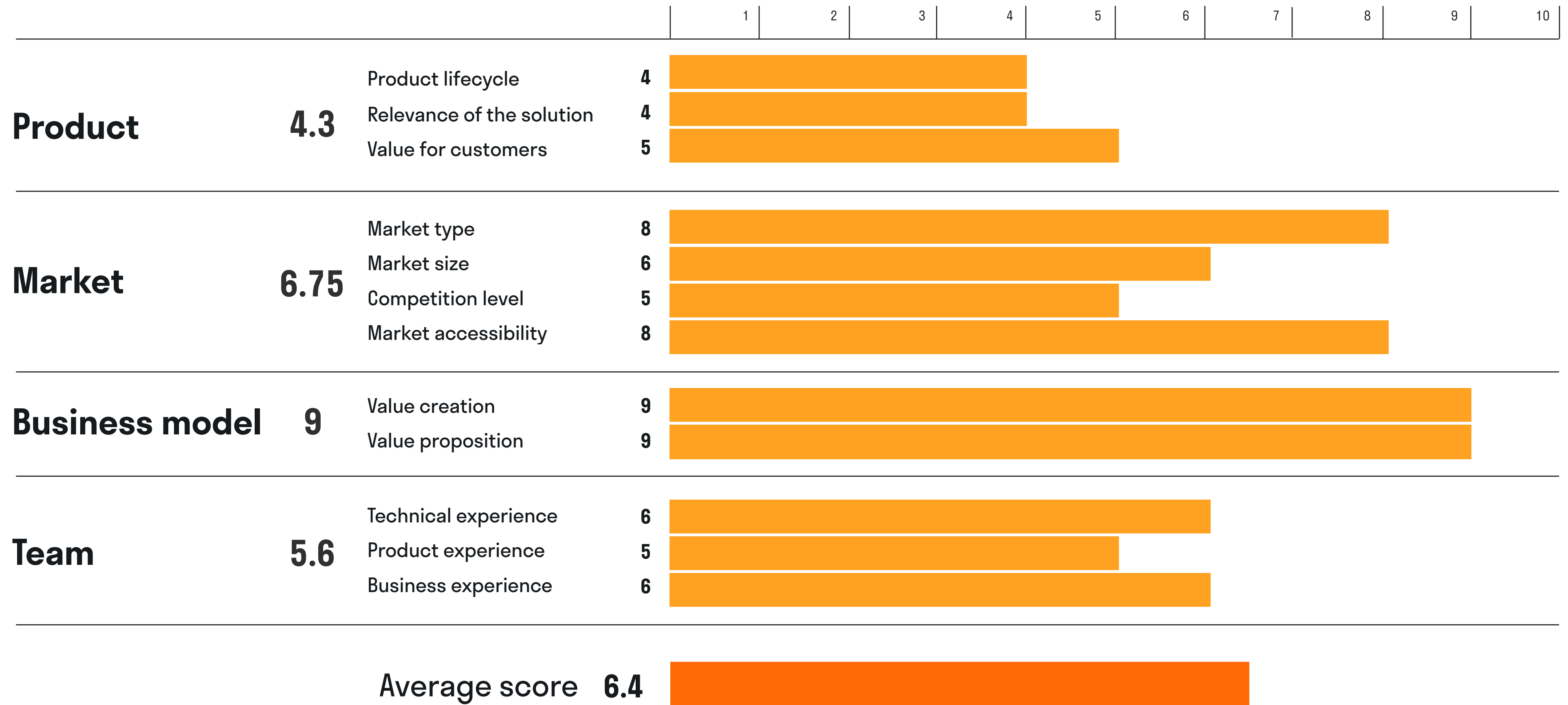
Our target audience are people aged 11 to 45, who used to spend or currently spend their leisure time in social networks, and now switch to messengers. This audience is familiar with the mechanics of browser games and will easily adapt to the new messenger environment. As for 2018, there were more than 200 mln active users in Telegram, according to the data of Facebook and VK, we can assume, that more than 35 mln users of them are ready to play, the annual growth is 16.2 million players.



Preliminary evaluation rating

Average score **6.4** /10

Defined round: **PRE-SEED**



Product

Relevance of the solution | Value for customers | Product lifecycle



Product | Relevance of project's solution to the customer problem

Startup GamePad

Description of the problem of potential customers

For players:

New content in messengers, game access without any registration and downloads and Telegram and TON system as well. In addition, it will be possible to communicate in thematic chats.

For developers:

Expansion into a new market, flexible and fast integration, an additional channel of income based on existing products. Intercommunication with the game community through the integrated game networks.

For advertisers:

More effective advertising based on the analysis of the gamers' needs.



Product | Relevance of project's solution to the customer problem

Startup **GamePad**

Competitors' products that solve the same customer's problem How does the startup's solution differ from the existing ones

Main competitor: **Gamee**

For players:

Our game platform is presented in the form of a full-fledged store with a graphic interface rather than a simple interface with buttons in the chat. There is a chat system (communities) on our platform, it allows us to return players. Games integrated in our platform were developed by outside developers. Thanks to this, we have a lively competition that allows us to improve the quality of our services. In-apps are integrated into Telegram via the Telegram API.

A convenient way to search for games via your smartphone.

For developers:

We provide an opportunity to attract new traffic to their games, as well as instruments letting organize purchases using the standard GamePad currency linked to your Telegram account (in the future, TON). Creating game chats for players and allowing them to make announcement in the chats to invite other to play together.

For advertisers:

Gamee carries high risks for investors and advertisers because this platform violates Telegram's internal rules. We will analyze the solvency and interests of the audience and offer relevant advertising only.



Product | Relevance of project's solution to the customer problem

Startup GamePad

Completeness of the solution

These technologies helped to successfully release the **Ligmar** game project. We managed to attract more than 7 thousand players in 2 months. Average CAC was less than \$0.07. During the last 2 months, the total sum of purchases in the game exceeded \$4,000.



Product | Product value for potential customers

Startup

GamePad

Potential number of customers among whom the product will be in demand

The 2019 statistics show that Telegram has more than 15 million active users on the Russian-speaking market nowadays. **Based on this study**, it is clear that about 60% of users of Telegram use VKontakte. We conducted a study and found that the interests, social status and financial situation of users are similar by 90%.

Based on statistics, MAU VKontakte — 97 mln users, MAU of the gamers — 12 mln, we got this data in personal communication with the Games department of VKontakte.

Accordingly, having these indicators, we can conclude that our potential audience in Russia is approximately 2 mln gamers out of 15 mln users. However, do not forget that we are creating a new market, and these calculations are based on the analysis of the existing solutions.

Our project uses all the opportunities provided by the Telegram platform:

- seamless authorization;
- payments inside Telegram (via Telegram Payments API);
- readiness for integration with TON.

Thanks to these tools, we will be able to attract a much wider audience.

In addition, **based on the statistics of the AppStore**, 70% of downloaded mobile applications are games and the most popular are casual and hyper casual games, in fact, these are the games that will prevail on our platform, only with more convenient and faster access without downloading, authorizations, etc.

What is more, **25% of the Facebook audience** plays games.



Product | Product value for potential customers

Startup

GamePad

What value does the project's product carry to potential users, how high is this value

Most people who have already played in such networks as VKontakte, Odnoklassniki and Facebook can start playing in Telegram with great pleasure, as this is way more comfortable. Besides, people spend much more time in Telegram.



Product | Product value for potential customers

Startup **GamePad**

Competition level on the startup's market

In this segment of the market there is only one major competitor - Gamee.

The basis of competition with Games is about the users only. We have a common target audience of players. But we provide more diverse content, better viral content and additional points of return with the help communities.



Product | Product value for potential customers

Startup GamePad

Market entry barriers (legal, technological, etc.) and the startup's plan on overcoming them

Telegram has strict rules for creating HTML5 games and platforms, these rules are described in the official bot @BotFather.

We will have to control and take responsibility for other developers and technologies they use.

We won't be able to share any users' data to any external stakeholder.



Product | Lifecycle

Startup GamePad

MVP ready.

The functional testing of MVP is finished
t.me/GamePadBot



Expert review

Product



Yury Shlahanau

VC Associate

[Professional experience](#)

4 — Relevance of the solution

5 — Value for customers

4 — Product lifecycle

Total **4.3** /10

Recommendations:

The company **has developed a fundamentally new solution** for the market, and has no significant competitors in its narrow niche.

However, the team **did not fully analyze the competitive landscape** - after all, games inside messengers compete not only with other games inside messengers, but also with ordinary casual games and time killers. It makes the market very competitive.

Key product questions for the team:

1. Is there a technological barrier? How difficult is it to copy the technology. If the technological barrier is low enough and the company's product has good growth dynamics, there will quickly appear a number of similar platforms on the market niche and it will be turned into a red ocean, the competition in which will be tied to marketing budgets and the effectiveness of their use. The operating margin of the platforms will be decreased as well.
2. Is the Telegram market big enough to build a big scalable business? Is it possible to scale the product on other messengers, and what is the competitive landscape there?

Market

Market type | Market size | Competition level | Market accessibility



Market | Market type

Startup GamePad

The geography and sector of the market

Russia and CIS countries. In the future, it is planned to reach an English-speaking audience.

Key players on the market

The policy of the Telegram platform and of Telegram itself, TON, Gamee.

Market growth

Telegram had more than 200 mln MAU at the end of March, 2018. At the moment, there is no exact official statistics.

However, after [the announcement made by Pavel Durov](#) in his channel, one can mention that the Telegram's MAU will be about 450 mln by 2020.

Market rules and ecosystem

The scam risk

Market rules are formed. Telegram has its own rules that must not be violated. You can read more about these rules in the bot: @BotFather.

Target market structure

Market niches

There are many mobile games which don't require being downloaded. But in most cases they require registration and authorization if you play from a new device. There is no single system for such games that would minimize these actions.

Summarizing everything above, we have all chances to grab the market of fast games (and not only fast, of course) which run from a convenient platform (Telegram), do not require registration, authorization, have convenient payment methods, etc.



Market | Market size

Startup GamePad

Target audience

Players:

Solvent audience receiving or having a higher education, aged from 18 to 35. Users who want to quickly play games in the messenger, without wasting time on downloading and getting to know the product.

Developers:

Large players as well as independent developers who would like to enter a new market without special expenditures on integration. Studios that have high-quality interesting HTML5 games and would like to be able to be in the top of the catalog, for the sake of traffic.

Advertisers:

Developers who would like to promote their games on our platform, large companies that are looking for a solvent and active audience.



Market| Competition level

Startup GamePad

Main competitors

Gamee

Contractors and the level of dependence from them

Main Contractor - Telegram

Traffic sellers

Advertisers

Developers

Servers

Influence of the clients on the project (can the clients unite and negatively influence the project: dictate the price and volume of production, for example)

Developers can unite and create a similar platform.

Customers loyalty to substitute products and the share of substitute products on the market

The market has not formed yet, so there are not many games in Telegram. We can say that it is not yet divided and the user has no choice. Players have great loyalty to mobile games in general.

Events, their frequency and content that project conducts to assess the level of competition

We research fresh news about Telegram and other messengers. Communicate with different developers studios and track mobile games market.



Market | Market accessibility

Startup GamePad

Access to customers

Remote access only.

Protection of the market by competitors ' patents

There are no patents in our market. There is information ownership right only, which we do not violate, because we conclude agreements with game developers.

Technological level of the startup in comparison with the market (technologies used in comparison with the market, technological competencies of the team)

Our product uses absolutely all the technological capabilities of the Telegram platform. Unlike competitors, we have integrated payment via the Telegram API, which allows us to accept payments from users in Telegram. Besides, we are already technically ready for direct integration with TON, we work with a test network, monitor updates and are ready to integrate it almost immediately after the release.

Market distribution system

We create a market from scratch. We will attract users:

- through direct advertising in Telegram,
- referral (affiliate system),
- contests,
- social networks.

Market rules of the «game», startup's compliance with these rules

Market rules are formed.

Telegram has its own rules that must not be violated. You can read more about these rules in the bot: @BotFather.



Expert review Market



Yury Shlahanau

VC Associate

[Professional experience](#)

8 — Market type

6 — Market size

5 — Competition level

8 — Market accessibility

Total **6.75** /10

Recommendations:

The company's market niche, in fact, is now **limited to the Telegram platform**. Despite the fact that the platform is growing quite rapidly and brings together several hundred million users, this limitation increases the risks (including the dependence on one of the parts of the business model) and cuts off the potential audience of the project (there's quite few reliable researches of the Telegram audience, its interests and hobbies).

There is no distribution system in the target niche, but in fact it is the company's product. The startup **will form a market niche** - and this entails both certain risks and opportunities.

I believe that it is more correct to evaluate the market and competition not specifically in the niche of instant games in messengers, but in the context of the entire market of casual games and time killers. Accordingly, the competition is quite strong, and the potential upside is limited by the platform, so the success of the company will primarily depend on the strength of the main competitive advantage - "seamless" integration and the possibility of instant play without downloading and registering.

Business model

Value creation | Value proposition



Business model | Value creation

Startup GamePad

Process of designing, testing and prototyping the product

We have established our own step-by-step process of development and testing of the implemented solutions.

Components' production \ external suppliers of components

It is very important for us to have good games from outside developers.

Service advertising.

Server equipment for platform.

Logistics system

All data is saved on our servers. We analyze it for internal work (definition and ranking of the audience, etc.). We will not share any data with other parties. User will authorize via Telegram API, we will receive all the primary data from it.



Business model | Value creation

Startup GamePad

Sales (distribution) system

For players:

We will attract users through direct Telegram advertising, referral (affiliate) system, contests and social networks and also thanks to the fact that our platform uses all relevant Telegram tools, such as Telegram API and TON. We will sell the GamePad currency that players will be able to spend in games. Users will be able to purchase a subscription with various bonuses, additional and non-public games, etc.

For developers:

Business proposal, personal meetings. We will sell the audience of our platform, i.e. users who already play games on our platform. Advertising banners, games sent via private messaging through the bot. For new developers, we will offer flexible integration conditions in the early stages. The key point is that we offer to enter a new market with not much labour needed.

For advertisers:

We will sell either in person, negotiate, meet, conclude contracts, etc. Or if we coordinate the work of CPA networks with Telegram, then it will be possible to work in a more automatic mode. We will sell views and individual offers through our bot with referring links.

Customer support, additional services and services to the customers (plans)

For players:

Depending on whether a user has a subscription (and which one), a different level of support will be provided, as well as additional features on the platform. For example: access to unique games, priority access to new products, etc.

For developers:

We offer an opportunity to organize their own communities and attract new players to them, this will allow to create the second entry point to the game, in addition to the catalog. Also, we provide the ability to advertise projects on our platform in the form of banners, newsletters, etc.



Business model | Value proposition

Startup GamePad

Difference between startup's value proposition and proposals of competitors

For players:

Thanks to the fact that we cooperate with various developers, the quality of our content is way better than of our competitors. Moreover, we have integrated a payment system into our platform. Every user has his own users account. The user replenishes the balance in personal account and can spend it in any game available on the platform.

Prices of the startup's product in comparison with the prices of competitors' products

Users get access to the platform on a Free2Play scheme. The main content is provided for free, all additional functions shall be paid for. Our competitors have another model: they sell access for private games only.

For developers, we provide access to the entire audience of our platform for 50% of the profit from their games (of the profit generated on our platform).

Advertising will be purchased both on Telegram and on external sources. The cost of one attracted user in Telegram is from 2 to 5 Russian rubles, at external sites it can reach up to 60 Russian rubles.



Business model | Value proposition

Startup GamePad

Frequency of purchases and plans to increase it

We will sell different game content to our users, and depending on game popularity we will promote it in order to increase the total profit and the profit of the game. We will raise successful games to the Top by creating banners and various promotions for players in-game chats, creating a rival spirit between players.

Developers will be interested in getting into the top, so they will be ready to pay for the paid placement of their game projects in the form of banners, newsletters, etc.

Potential audience and the number of potential users

The potential audience of players in Telegram who will play games is 55 mln.

Developers of mobile browser games- about 10 thousand.

Advertisers, in our case, are large firms: tourism, game companies, stock exchanges and so on. After reviewing the contracts, we we will decide who exactly we will cooperate with, but there will be not more than 10 of them.

Payment process (+ in comparison to competitors)

For developers, a direct bank transaction of a certain date of each month.

For players - convenient payments via Telegram API.



Expert review

Business model



Yury Shlahanau

VC Associate

[Professional experience](#)

9 — Value creation

9 — Value proposition

Total

9 /10

Recommendations:

For the advertiser, the developed platform is a potential opportunity to attract traffic cheaper than from classical sources (and up to dozens of times cheaper). But the difference in cost and attractiveness for advertisers will depend on the number of players on the platform.

Considering the fact that the product competes with all casual games and time killers, I believe that **value for the players is defined incorrectly**. In my opinion, the main value is not content (which is more a commodity on such a competitive market), but a mechanism for interacting with it. Accordingly, the competitiveness of the project and efficiency of its business model will depend on the effectiveness of this mechanism.

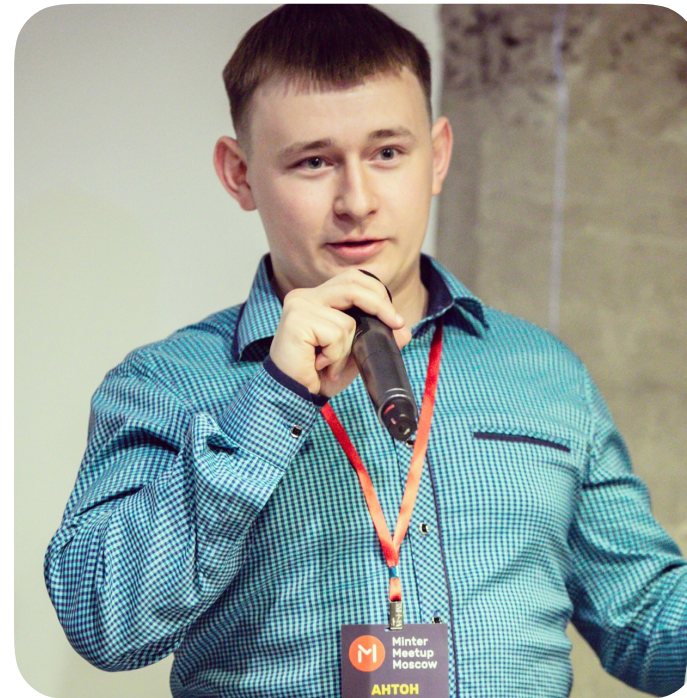
Team

Technical experience | Product experience |
Business & marketing experience



Team | Technical experience & competencies

Startup **GamePad**



Anton Ibragimov

Co-Founder | CTO



Full-stack developer (C++, JS, PHP, NodeJS, Golang, HTML5, CSS3, AngularJS, Angular 9)

SEO-optimizer.

Own customer base. (2012-2013)

SEO-programmer.

Advantika, IT-company. (2013)

Programmer, economist, analyst.

Sberbank (2014)

CRM development for a real estate agency.

Personal development. (2014-2018)

Development of bots for arbitrage trading in crypto assets.

Personal development. (2017)

Experience in the development of «Systems for collecting and analyzing data from search systems».

Personal development. (2018)

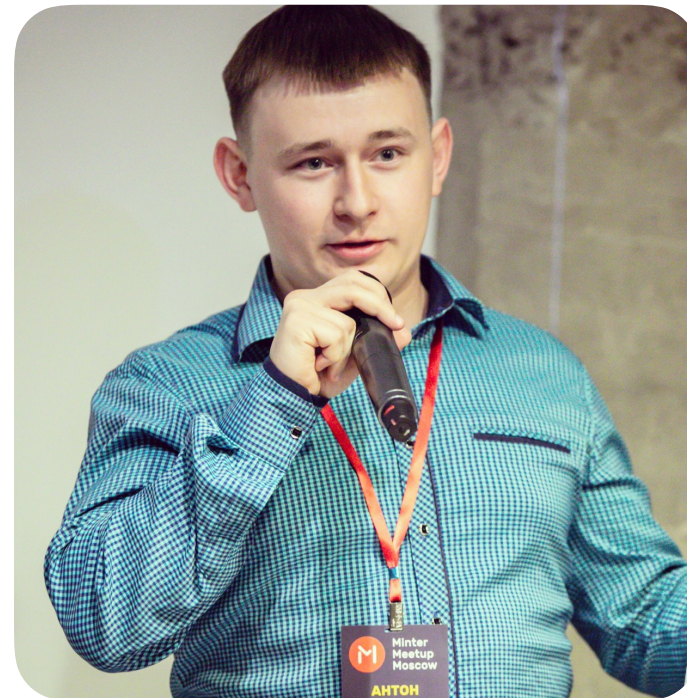
Experience in developing a bot for tracking transactions on the Ethereum network.

Personal development. (2018)



Team | Product experience & competencies

Startup GamePad



Anton Ibragimov

Co-Founder | CTO



Creating text games in Telegram.

Total audience is more than 2,8 mln users.
FunnyFermBot (2016-2017)

Creating and promoting Telegram channels.

Total audience is more than 100 000 subscribers.
@BDigest, @BitDigest (2017)

Development and promoting mobile online games with graphic interface in Telegram.
t.me/LigmarBot (2019)



Team | Business and marketing experience & competencies

Startup GamePad



Pavel Kuznetsov

Co-Founder | CEO



Personal growth coach (2013-2019)

Organized and increased sales volume in five different market branches: residential construction, events, wholesale of seafood, auto details and auto repair. (2014-2019)

Founded a real estate agency.

The company is represented in 4 Russian cities and has about 70 employees.

“Garant Consulting” (2014-2019)



Expert review Team



Yury Shlahanau

VC Associate

[Professional experience](#)

6 — Technical experience

5 — Product experience

6 — Business experience

Total **5.6** /10

Recommendations:

The team is quite small, the guys have a **good technical expertise**, and they are experienced in buying cheap traffic.

But it feels a bit incomplete - it **lacks an experienced specialist in market analysis and building business models**, including those specializing in the gaming industry. There is also a lack of experience in the strategic planning and scaling of IT teams.

It is normal for projects at such an early stage, but the business guy should be attracted as quickly as possible - ideally before raising investments.

Rocket DAO

We evaluate startups & introduce
them to investors.

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on the methodologies developed by a decentralized Rocket DAO expert
community. It also includes expert recommendations to the project.

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