



## **On The Go Games**

### **Executive Summary**

On The Go Games licenses, implements and manages online games. Their area of focus is collectible digital object games. Specifically, OGG takes existing real world Collectible Card Games (CCGs) and makes them playable on-line. Their first game is in Beta now and available for download at [www.warlordonline.com](http://www.warlordonline.com).

The physical Collectible Card Game market in the US is approximately \$1bn/yr at retail and is comprised of such games as Magic: The Gathering, Yu-Gi-Oh, 24, Highlander, and Pokemon. The pure online digital collectible game market is \$100mn/yr and growing very quickly. Additionally, elements of these types of game have found their way into MMORPG games such as Everquest and World of Warcraft, setting the stage for an explosion of interest in this type of gaming.

The company is seeking \$3mn in funding to leverage its existing technology platform to build and market four additional game properties. The company has successfully completed the development of a robust library for rapidly implementing CCGs positioning it to finish and launch all four games within 15 months of closing on financing. Our target is to have 30,000 customers paying an average of \$50/month by the end of year two.

The next four products from OGG run the wide spread of intellectual property types so as not to self compete. The products on the slate include 1 fantasy movie franchise license (signed), one Asian themed license (signed), a live action TV property (in negotiation), and an original property.

Management believes that the combination of the existing technology platform and established contacts within the industry give it a significant competitive advantage for licensing the best available content and quickly bringing it to market.

#### **Management Team**

David Blankley – CEO: Dave started his career on Wall Street, working for five years in a number of technical and business roles, most recently as a Credit Derivatives trader at Deutsche Bank. After leaving Deutsche Bank Dave became a technology consultant and founded Distributed Engineering, LLC (the legal entity for On The Go Games). Dave has an MS in Computational Finance from Carnegie Mellon and a BS in Industrial Management and Economics, also from Carnegie Mellon.

Luke Peterschmidt – COO: Luke is a trained Brand Manager with 15 years of experience in the Hobby Gaming industry. He has successfully launched several products in the CCG industry. His talent is in figuring out the key value propositions of products and properties and ensuring that products and properties deliver on this promise to the customers.

He has been a product designer, a Brand Manager, has run the team of Brand managers responsible for non-Magic CCGs at Wizards of the Coast/Hasbro, and was a founder at Sabertooth Games, which was successfully sold to Games Workshop, earning investors a 500% return in 9 months. After Sabretooth Luke started The Core Market, LLC., which helps clients better target product and messages for the highly valuable "geek" consumer. He has done licensing work in the past with Lucasfilm, Marvel, Turner, and Disney.

### Indicative Results

	Oct-07	Oct-08	Oct-09
Annualized	Sep-08	Sep-09	Sep-10
<b>Revenue</b>	\$876,750	\$15,140,000	\$20,630,000
<b>Costs</b>	(\$2,612,587)	(\$5,958,800)	(\$7,128,300)
<b>EBITDA</b>	(\$1,735,837)	\$9,181,200	\$13,501,700
<b>After Tax Earnings</b>	(\$1,735,837)	\$5,692,344	\$8,371,054
<b>Market Capitalization(P/E of 9)</b>	N/A	<b>\$51,231,096</b>	<b>\$75,339,486</b>

### Exit Strategy

The management team believes that the key to a successful exit is to build a profitable company. Once that is established the most likely exit scenarios are through acquisition by an electronic gaming or toy company (Mattel, EA, Activision, NC Soft) or through the public markets.