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Investment Proposal

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Problem

Performing large scale simulations is extremely complex and expensive.

Requires expensive hardware and complex bespoke software. Far too expensive, complex and/or time-consuming for smaller teams with less resources.

This high barrier to entry prevents any but the largest players from being able to afford to perform large scale simulations.

While some market solutions exist, they are expensive and highly complex to use, still only really accessible to larger players in market.

Solution

Provide low barrier to entry simulation at planetary scale as a service.

To achieve this, we split the processing into logical chunks (e.g. separate sections of the world) and process them separately in parallel on networked machines.

Exploit enormous parallelism of applicable problems to enable simulations at huge scale.

Pilot implemented as dissertation project at Cambridge University which proved the concept to be viable.

Market

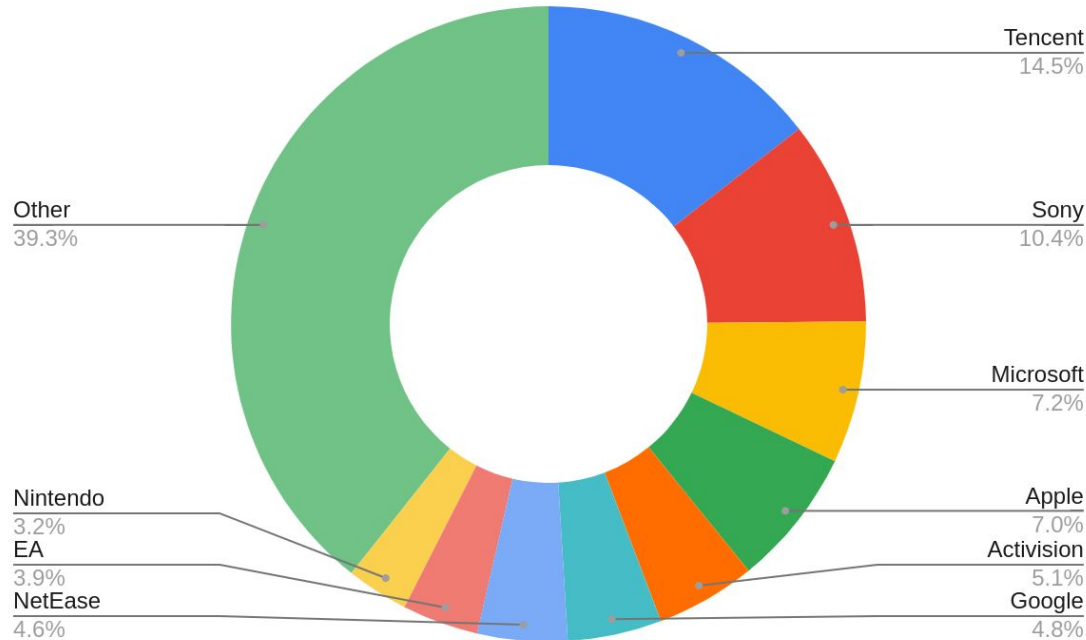
Small to medium video game development studios. Previously a small number of large studios dominated the market. Now the industry is much more diverse, with small, medium and even one man teams coexisting with the larger studios.

The barrier to entry to game development is quite low. But the barrier to entry to creating large online worlds remains high due to the complexity and cost of this.

By reducing this barrier to entry we can access the market of small-medium game development teams who want to create vast online worlds.

Our market research found cost to acquire lead ~£10.27 per lead.

Video Game Market Overview



- **Largest share of market held by smaller studios.**
- The global gaming market is set to reach \$256.97 billion by 2025.
- More than 2.5 billion people worldwide play games.
- Players spent \$4.5 billion on immersive games in 2020.
- Sony Interactive Entertainment estimated value is \$13.4 billion.
- Revenue in the online games segment is projected to reach \$26.29 billion in 2022.

Source: <https://www.t4.ai/industry/video-game-market-share>

Team

Conrad Wood: experienced software engineer, former Google SRE Manager, former CTO in Boston Consulting Group, ProfitBricks (now part of 1&1 Ionos), Guru Systems and others. Expertise in scaling technology in startup environments to planet scale.

Samuel Sully: achieved first class at Cambridge studying Computer Science; gained experience engineering for startups over last 2 years. Identified this problem as a game developer and used his final year project at Cambridge to prototype the solution. Now seeking to bring it to market.

Our team has an excellent combination of experience and engineering excellence, as well as in-depth technological knowledge, ambition and vision.

Competition

Only current competition is Improbable (improbable.io).

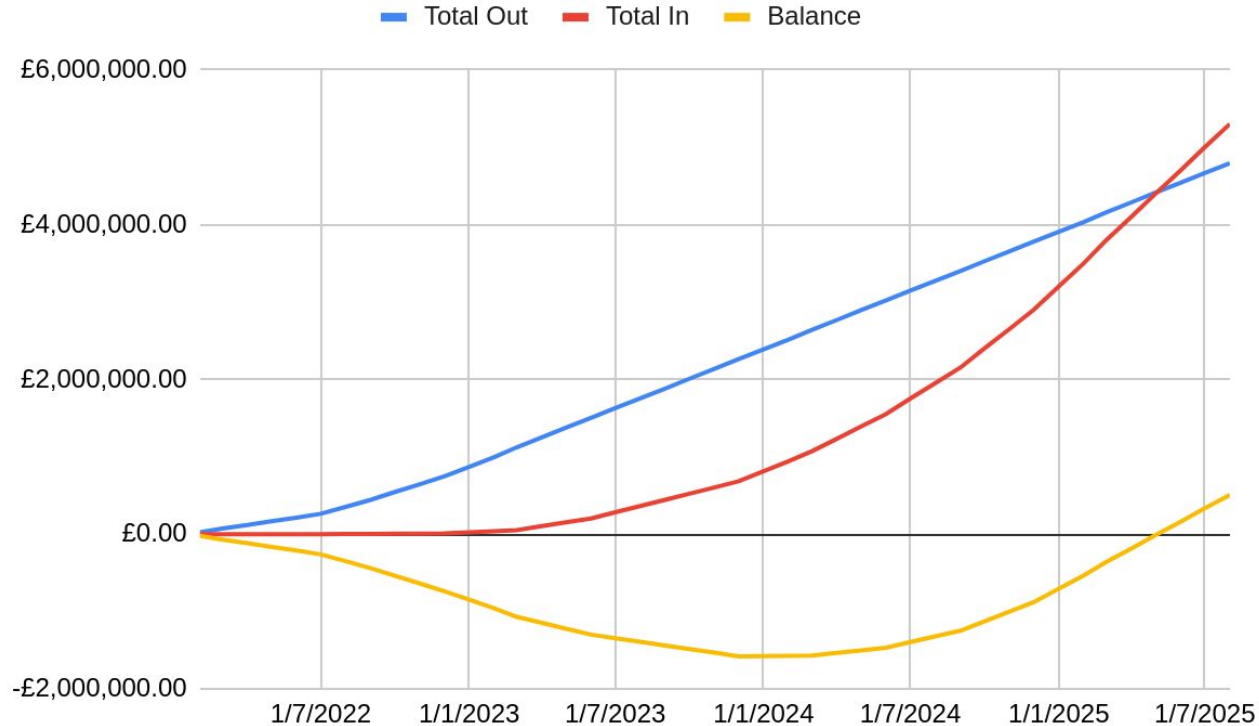
Since founding in 2012 they have received over \$500m in investment.

Currently valued at over \$2bn, 2020 revenue: £19m.

However:

- Targeting enterprise customers - product is expensive and complex to integrate with.
- Our product will target the smaller-medium studios who make up the largest market share but whom Improbable doesn't serve.
- Their product has a centralised architecture - less reliable/scalable than ours which is highly decentralised. (Decentralised computation (e.g. Blockchain) is extremely scalable.)

Financials



Projected revenue > £130,000pcm after 2 years.

Revenue scales in line with customers' growth.

Total funding needed: £1.5m.

Full cash flow projection attached.

Exit Strategy

- Acquisition by competitor.
 - Given we will be targeting markets currently not served well by existing competitors, they may wish to acquire us to expand into these markets.
- Acquisition of software by cloud provider.
 - Cloud provider wishing to expand into large scale simulation market may wish to purchase our intellectual property or acquire the entire company.
- £10M minimum evaluation before exit.

Business Model

Our business strategy mirrors the large cloud providers, such as Azure, AWS and Google. We lower the entry hurdle to allow smaller players to participate, then charge per-usage cost.

Vendor lock-in ensures high cost of switching, maximising customer lifetime value.

We increase our revenue exponentially as our clients grow and use more resources from us.

Customer acquisition is cheap, simply sign up on website and start using resources.

Sales strategy will target small-medium game studios.

Initial customers to be recruited to a closed beta in late 2022, recruitment at game developer conferences (e.g. GDC) and from team's network.

Investment Needed

Initial pre-seed funding of £100,000-£500,000 in order to develop product and sales strategy to start onboarding initial clients.

Intend to secure additional funds through subsequent funding rounds in order to sustain development till profitability achieved.