Seller motivated to consider all offers, including a royalty deal.

Software Highlights

Revenue / Cash Flow	Pre-Revenue
Category App	Gaming
Game Type	User-Generated Content (UGC)
Technology Stack	Unity, c#, Nest JS, AWS
Market Size	$100bn+
Target Market	12 to 25 year olds (1.2bn globally)
Desktop / Mobile	Mobile: iOS & Android
Coding Required	No
Users Cap	Multiple
SWOT Analysis	Available upon request
Financial Projections	Available upon request
Others / Similar	Roblox, Minecraft, Fortnite
Reason for Selling	Other project opportunities

- ***User-Generated Content (UGC) First***: A social media app enabling anyone to create mini games in minutes without coding and invite their friends to join them to play in these virtual communities.

- ***Integration Opportunity***: Merge your existing product/ service offering and expand to provide in-game experiences for your customers/ following.

- ***Dynamic Monetization***: Extend physical brick-and-mortar or digital products into gaming worlds and multiply your followings.

- ***Strategic Timing***: Dramatic game creation adoption acceleration touching every sector from retail to commerce over the next 15 years.

- ***Proprietary Technology:*** Gamify the mobile application by adding digital coins, ex. USDC and letting users build up their wealth.

Executive Summary

bXb Business Brokers, as exclusive advisor to the seller, is pleased to be **bringing to the market a User-Generated Content (UGC) Gaming Application, a mobile app targeted at 12 to 25 year olds that can create and invite their friends to build virtual communities in minutes all on their phones**.

The proprietary technologies include the content and level editors to create assets and games and a 3D model optimizer built from the ground up. This is a unique opportunity for the consumer and digital market to expand a company's various product lines into their own gaming marketplace in the same way the internet brought physical products to the internet that was impossible before the advent of the world wide web.

The Technology

Built on the Unity Engine, the gaming app allows anyone to create an account and begin creating games and invite their friends. The technology is two-fold: the server side (user APIs) and the game engine. The game engine is complete with a level editor, multiplayer games, hangouts, character customization, 3D object creator, content editor and dashboard.

Value Proposition

Users create real time 3D models that can be rendered into a game which allows users to bridge the gap between social media and gaming. This technology can be folded into a company's technology stack to expand their products lines into the gaming marketplace or as a standalone UGC gaming application for users worldwide for digital monetization.

Why Now?

The consumer market is **facing unrelenting pressure for consumers attention and their wallets all while the 12 to 25 year old world market is 1.2 billion**. Next-level leadership is required to integrate technology and a virtual marketplace that is quickly gaining the attention of every sector from real estate to healthcare–through this technology. Businesses have the ability to provide B2C and B2B and expand partnerships direct to consumers. APIs allow businesses to create developer partnerships and build an ecosystem around their market.

Growing Target Market

• The first social media app that allows users, without coding, to **build mini-games on their phone within minutes, catering to creative & social users from 12-25 years old.**

• User Generated Content (UGC) in gaming has been missing for decades due to tech limitations… **this app allows users to quickly create, play and invite their friends in virtual gaming worlds. The options are endless, from virtual retail marketplaces to monetizing the game with USDC.**
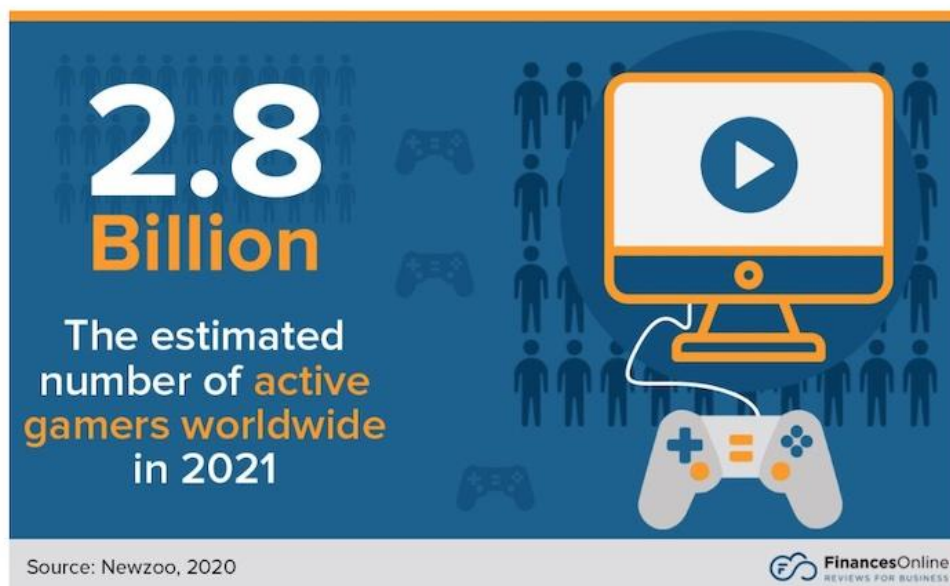
Request for Proposals
Seller is motivated to consider all offers, including a royalty deal.

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| # The Market: 12 to 25 Influencers

Predicted Growth in Gamers

✓ The number of gamers in the United States is predicted to grow to 182.6 million by 2024. (eMarketer, 2020)

✓ The number of mobile video game users is forecast to reach 1.8 billion users in 2025. Meanwhile, users of downloaded games will reach 1.3 billion while online game players will reach 1 billion. (Statista, 2020)

✓ By 2023, the number of gamers worldwide will exceed three billion. (Newzoo, 2020)
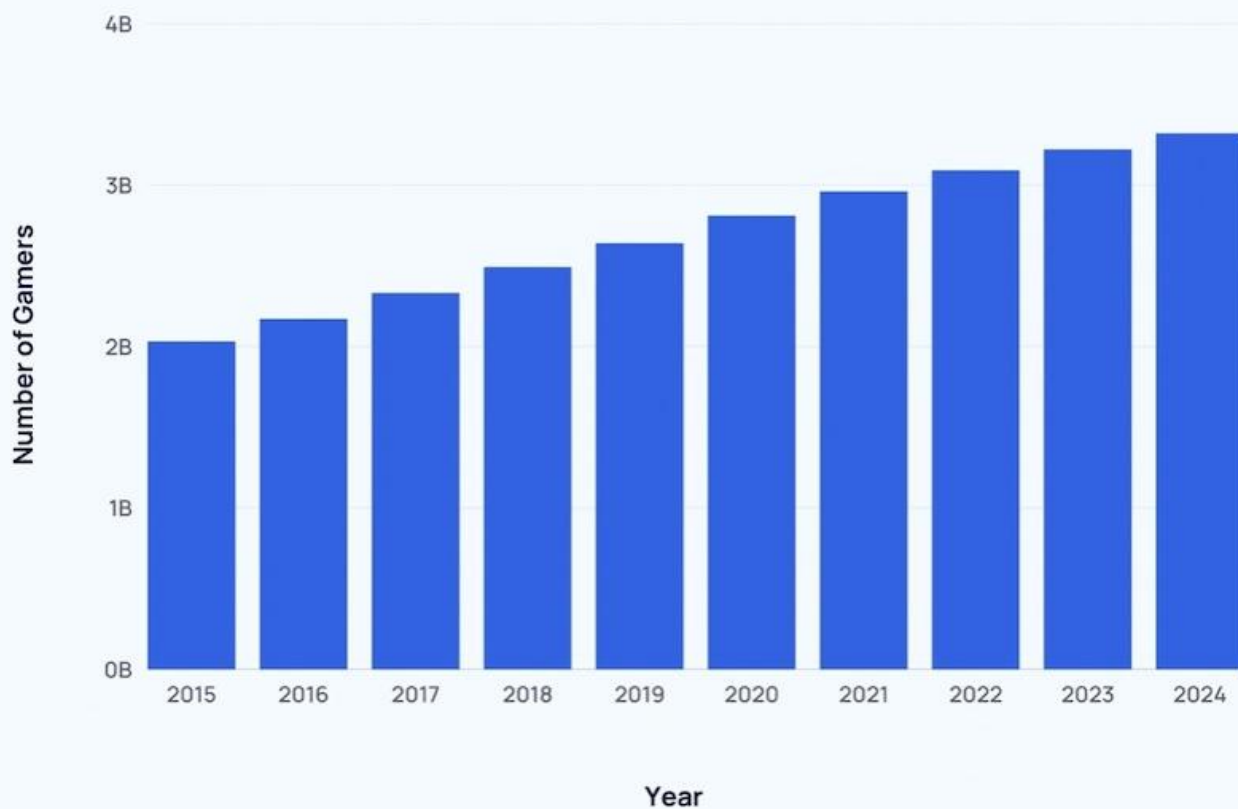
Number of Global Gamers

✓ In 2019, there were over 2.5 billion active gamers from around the world. This number is one billion more than five years ago. (Wired, 2019)

✓ In mid-2020, there were an estimated 3.1 billion global video game consumers. With a world population of eight billion, this means that around 40% of people from around the world play video games. (IGN, 2020)

✓ Out of these 3.1 billion players, over 50% only play on their smartphones, 48% play on a PC, while 8% play on dedicated consoles. (IGN, 2020)

✓ In 2021, there is an estimated 2.8 billion active gamers worldwide. (Newzoo, 2020)

✓ 2.5 billion global players play on mobile, 1.3 billion play on PC, and 800 million play on a console. (Newzoo, 2020)

2.8
Billion
The estimated number of active gamers worldwide in 2021

Source: Newzoo, 2020

FinancesOnline
REVIEWS FOR BUSINESS

Learn more about growth in gaming nationally and worldwide: https://financesonline.com/video-game-demographic-statistics/

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Gaming has quickly gone from a niche hobby into one of the biggest markets in the entertainment industry. In fact, the gaming market has a current valuation of $282 billion. And numbers continue to grow with each passing year. By 2027, the gaming industry is set to be worth over $363 billion. –Joshua Howarth

Global active gamers over time

Number of Gamers

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |

Year

Learn more about industry trends in gaming: https://explodingtopics.com/blog/number-of-gamers

Summary

The value proposition is the underlying breakthrough technology as the key enabler of this new social media type that doesn't exist– this is the ONLY platform on mobile devices that users create real time 3D models that can be rendered into a game which allows to bridge the gap between social media users and creators to publish times in minutes (until now this was not possible).

Optimized for Efficiency

Examples of technical expertise requirements like optimization for GPU and CPU:

• We optimized all calculations between model vertices: Traditional 3D model files are very expensive (size wise) in gaming, which drives longer loading times, latency and storage. We created a new compression algorithm for saving 3D models that improves by 60% the file sizes.

• Value computation: A user base of 100m users at standard compression levels will be approx. 50 terabytes storage which after using our algorithms it drops down to 20 terabytes (impacts latency and operational costs).

• Materials Simplified dramatically: can be rendered with less computer power. We increased meshes vertices by x10 times relative to that of mobile games (normally it would be around 300-500 vertices vs. Inverse which is 4,000).

• Value computation: Very senior engineers for an extended period of time (1-2 years) would be required to do this to handle the scale of UGC on our platform.

*There are several examples across the tech stack performance, but **ultimately a company would take 20+ people for 3 years to build or around $12m in staff costs**.*

Optimized for Cloud Resources

Advanced real time online infrastructure that auto-scales and is optimized for cloud resources.

• We built a real time online infrastructure which provides a flexible service to host and manage instances of online platforms creating a unique clustering algorithm to connect users based on geolocations.

• Value computation: With 30K matches per day existing solutions like Unity services (what is normally used) it would be $250K per month on costs or $2.5m versus our clustering infrastructure for real time at $50K per month or over x4 cheaper.
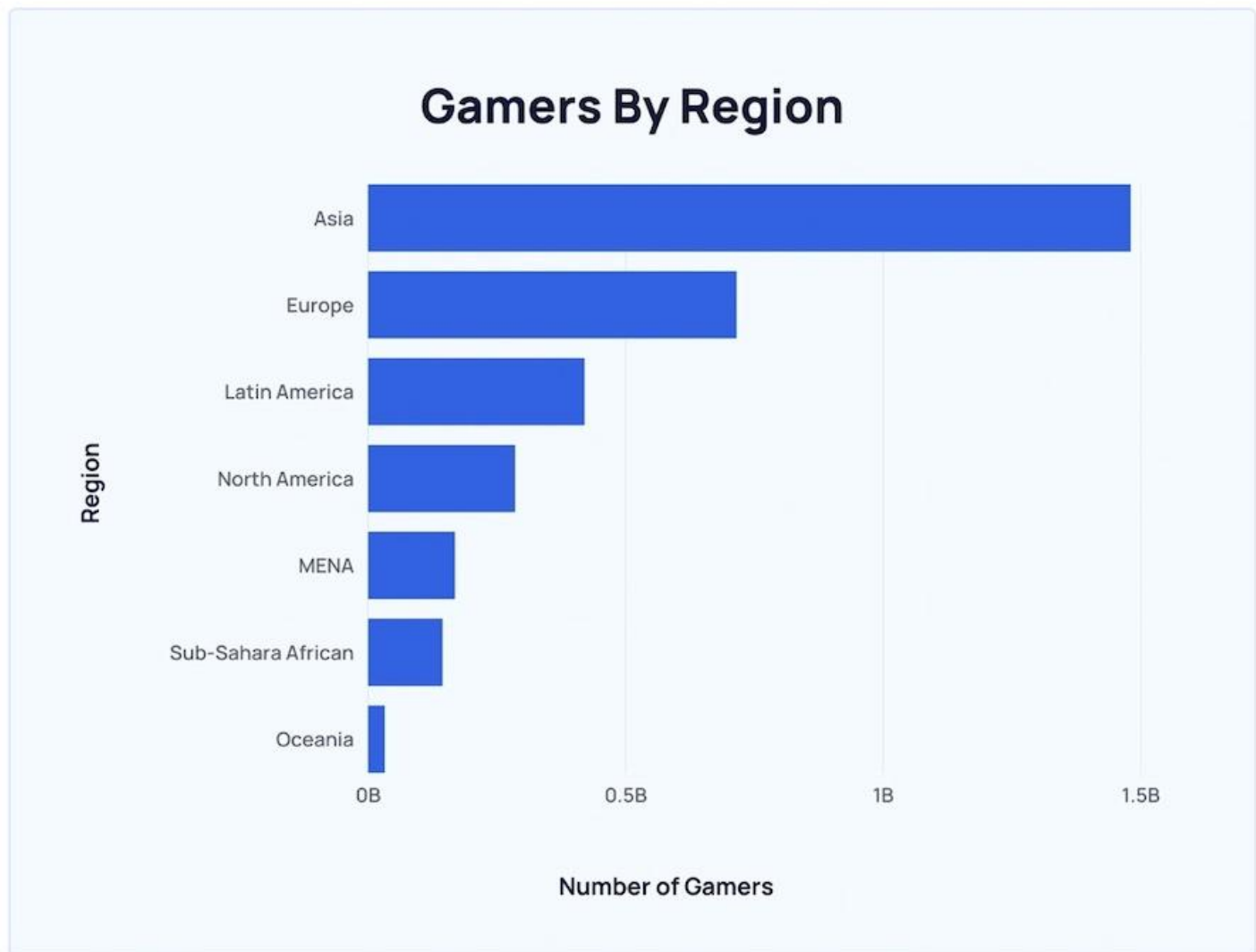
Request for Proposals

Contact listing team to discuss interest and request Proposal Submission Form.

Further information is available in our recent pitch deck: https://docsend.com/view/wm6wabgmczg92a26

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Gamers By Region

Asia has over 2x as many gamers as any other region **(1.48 billion)**. In fact, Asia has more active gamers than Europe, Latin America, and North America combined **(1.42 billion)**.

Gamers By Region

Learn more about industry trends in gaming: https://explodingtopics.com/blog/number-of-gamers

*Game developers have always been at the forefront of innovation, that's why **we believe their practices, tools and technology have been gaining traction across industries, revolutionizing how organizations approach digital creation.** –2024 State of Games Technology, Perforce*

Net Income per ORGANIC user

CONTROL PANEL	
PRODUCT	
Retention Profile:	MEDIUM
LTV Period (Days):	360
Days Played:	27.30
ARPDAU Goal:	$0.30
(Rough) LTV: $	8.19
MARKETING	
CPI: $	2.25
Initial Org/kDRU:	25
Launch Featuring Users:	50,000
Monthly Featuring Users:	-
Launch UA Budget: $	2,000,000
Min. Monthly UA Budget:	
% Rev to UA Budget:	40%
TEAM COSTS (MONTHLY)	
Team Size:	8
Per-HC Cost: $	8,625
Cost to Launch: $	(100,000)

	1	2	3	4	5	6	7	8	9	10	11	12
Total days in the month	30	30	30	30	30	30	30	30	30	30	30	30
Total Days Played (Total DAU per month)	3,887,535	4,784,352	4,604,618	4,756,260	5,116,564	5,603,497	6,146,538	6,772,044	7,545,457	8,419,354	9,385,656	10,459,728
Average DAU	129,585	159,478	153,487	158,542	170,552	186,783	204,885	225,735	251,515	280,645	312,855	348,658
Total New Users	996,112	178,783	196,299	204,168	238,373	271,112	297,029	326,173	378,200	421,551	470,267	524,203
Organic Users	57,223	75,116	55,958	56,820	60,806	66,449	72,889	80,311	89,259	99,612	111,041	123,748
Paid New Users	888,889	103,668	140,341	147,348	177,567	204,663	224,140	245,862	288,941	321,939	359,226	400,455
Featuring Users	50,000	-	-	-	-	-	-	-	-	-	-	-
Paid Installs / Day	29,630	3,456	4,678	4,912	5,919	6,822	7,471	8,195	9,631	10,731	11,974	13,348
Featuring Installs / Day	1,667	-	-	-	-	-	-	-	-	-	-	-
CPI	$ 2.25	$ 2.25	$ 2.25	$ 2.25	$ 2.25	$ 2.25	$ 2.25	$ 2.25	$ 2.25	$ 2.25	$ 2.25	$ 2.25
eCPI	$ 2.01	$ 1.30	$ 1.61	$ 1.62	$ 1.68	$ 1.70	$ 1.70	$ 1.70	$ 1.72	$ 1.72	$ 1.72	$ 1.72
LTV (of acquired cohort)	$ 4.09	$ 4.50	$ 4.91	$ 5.73	$ 6.14	$ 6.14	$ 6.14	$ 6.55	$ 6.55	$ 6.55	$ 6.55	$ 7.37
Marketing Spend	$2,000,000	$ 233,252	$ 315,767	$ 331,532	$ 399,526	$ 460,491	$ 504,315	$ 553,188	$ 650,116	$ 724,364	$ 808,258	$ 901,023
ARPDAU	$ 0.15	$ 0.17	$ 0.18	$ 0.21	$ 0.23	$ 0.23	$ 0.23	$ 0.24	$ 0.24	$ 0.24	$ 0.24	$ 0.27
Total Bookings	$ 583,130	$ 789,418	$ 828,831	$ 998,815	$1,151,227	$1,260,787	$1,382,971	$1,625,291	$1,810,910	$2,020,645	$2,252,557	$2,824,127
Team Cost	$ 69,000	$ 69,000	$ 69,000	$ 69,000	$ 69,000	$ 69,000	$ 69,000	$ 69,000	$ 69,000	$ 69,000	$ 69,000	$ 69,000

The Software Development Team

An integrated platform that connects various user groups including, Content Creators (Game Creators, Asset Creators, etc.), Players and Partner Companies.

Normally, to create such a platform, and to keep it as stable as possible, a team of 15 - 20 professionals are needed, including: Game Developers (at least 3 junior, 1 senior), Technical Artists (2D & 3D artists), VFX Artist, Game Designer, Economy Designer, UI/UX Designer, Animator, Backend Developers, Dev-ops Engineer, and Market Analyser.

On the technical side, the whole platform is divided into 4 core components: Application, Main API service, Real-time online infrastructure, and Partners panel.

Summary

The Inverse platform is built using the Unity engine which powers our real-time online application. Developing this type of application comes with unique challenges, especially since the same code needs to work smoothly on both the client and server sides. This makes the development process much harder, and we also have to make sure that user privacy is well-protected.
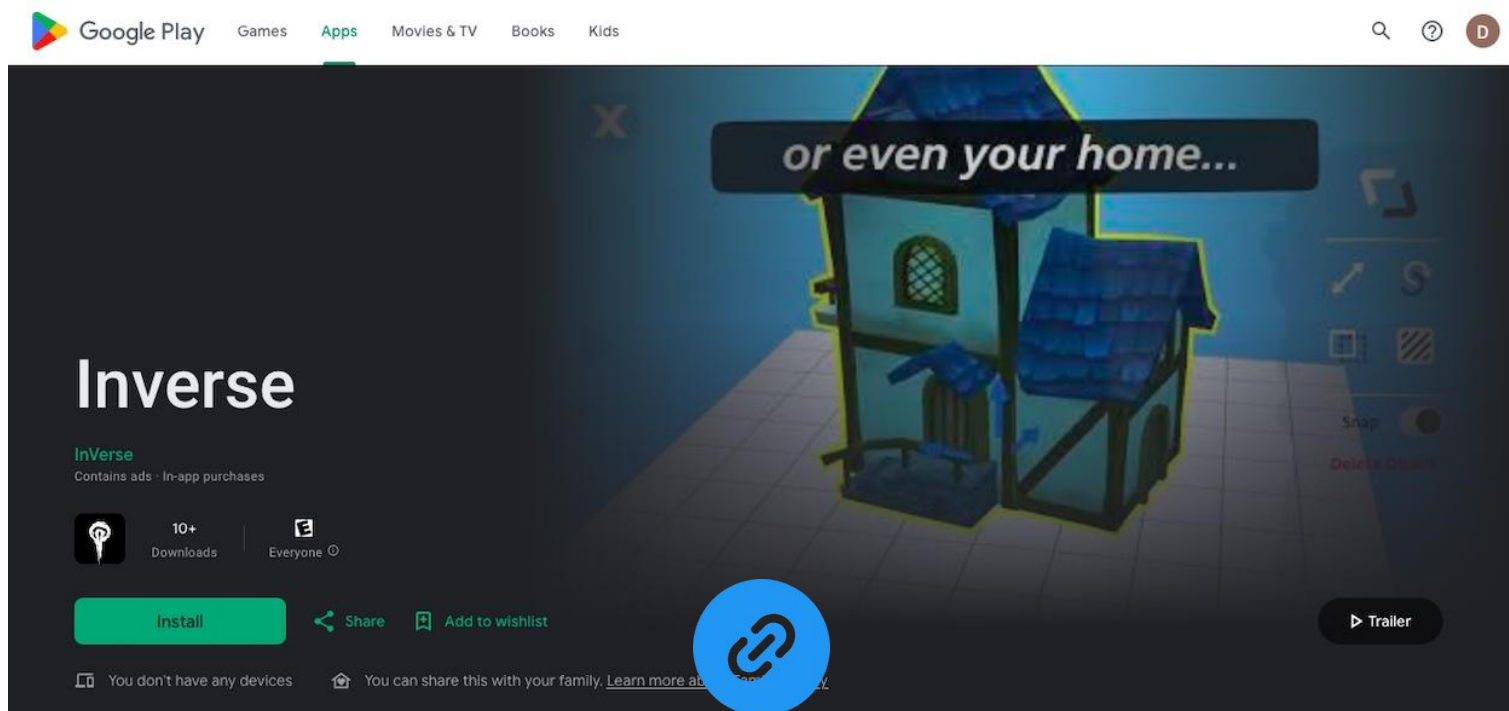
Overcoming Challenges

The main challenges we faced in creating this online real-time game included:

1. Unified Codebase: Making sure the same code works on both the client and server.
2. User Privacy: Protecting users' personal information.
3. Latency & Bandwidth: Keeping delays and data usage low and stable.
4. Rigorous Testing: Testing everything thoroughly, even after small changes, to keep the platform stable.
5. Server-Side Logic: Ensuring all game commands run on the server.
6. Anti-Cheat Measures: Implementing strong anti-cheat systems.
7. Application Size Optimization: Reducing the size of the server application (keeping it under 70MB, while the client is about 300MB).
8. CPU & RAM Optimization: Especially important on the server side.
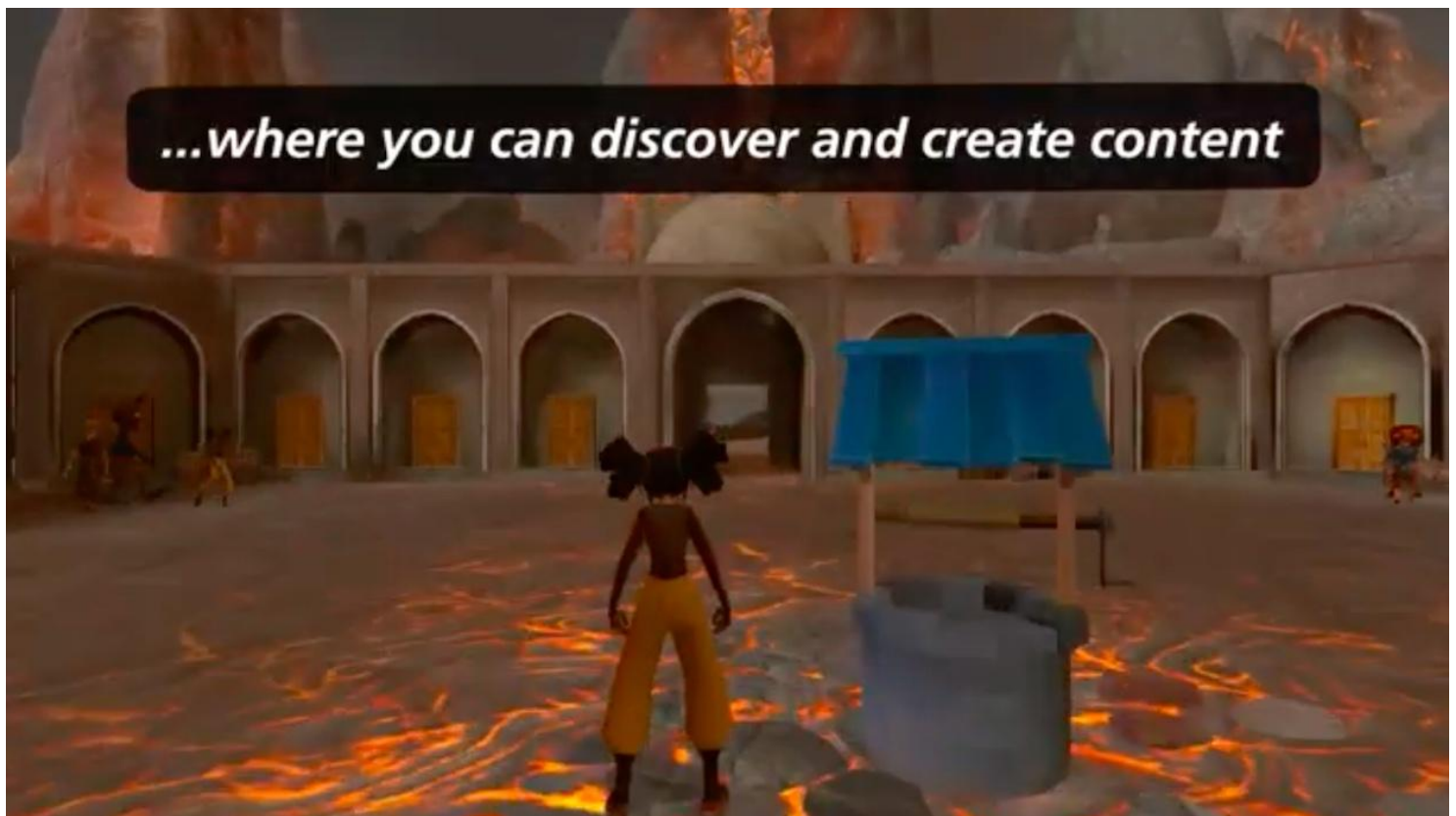
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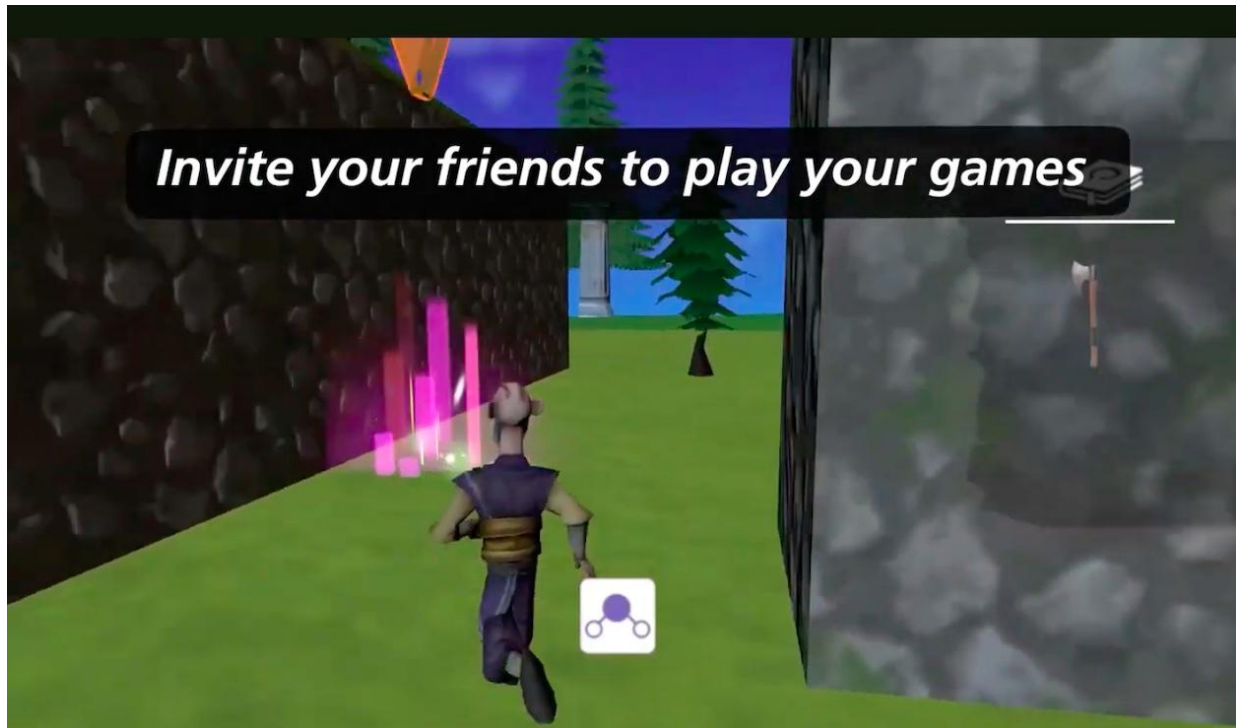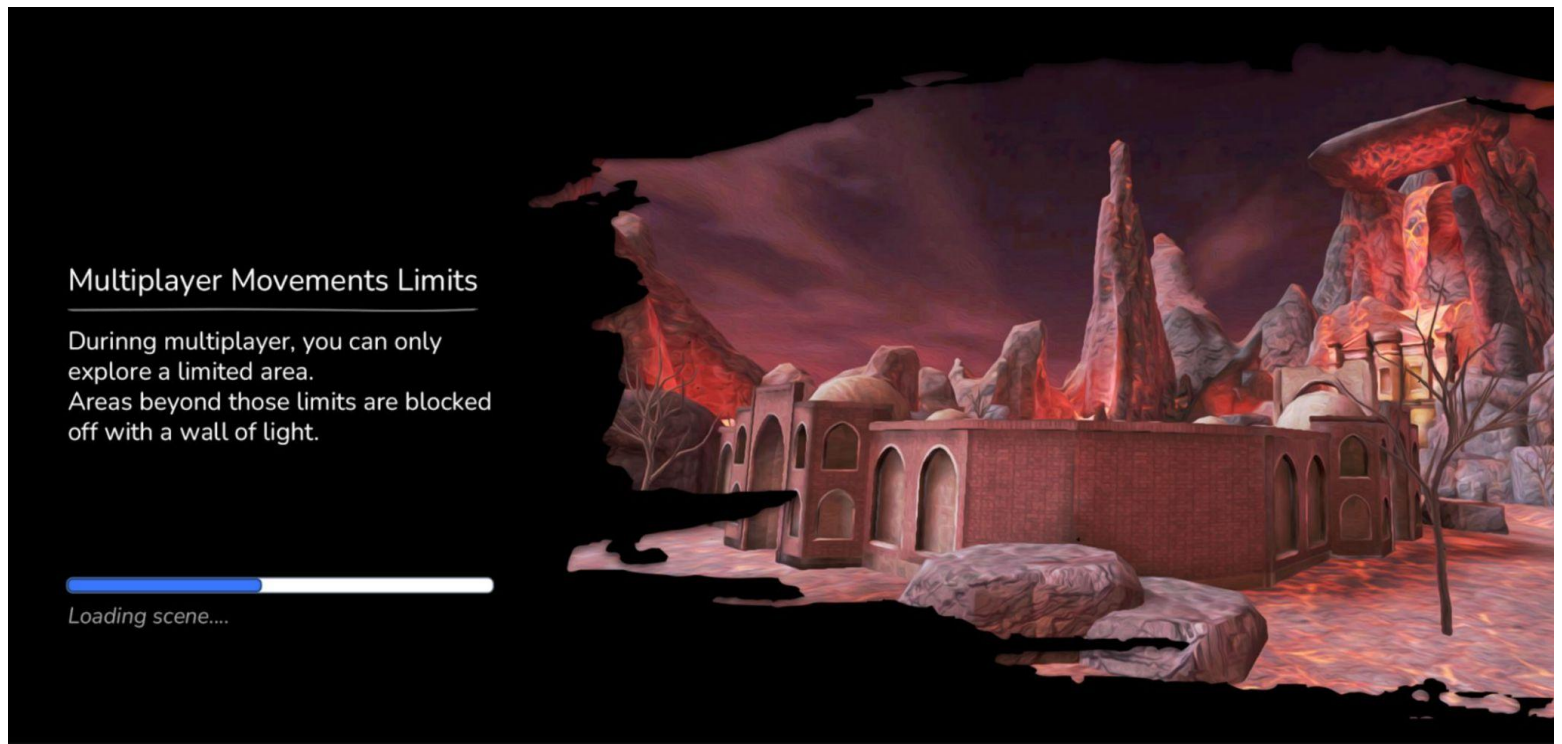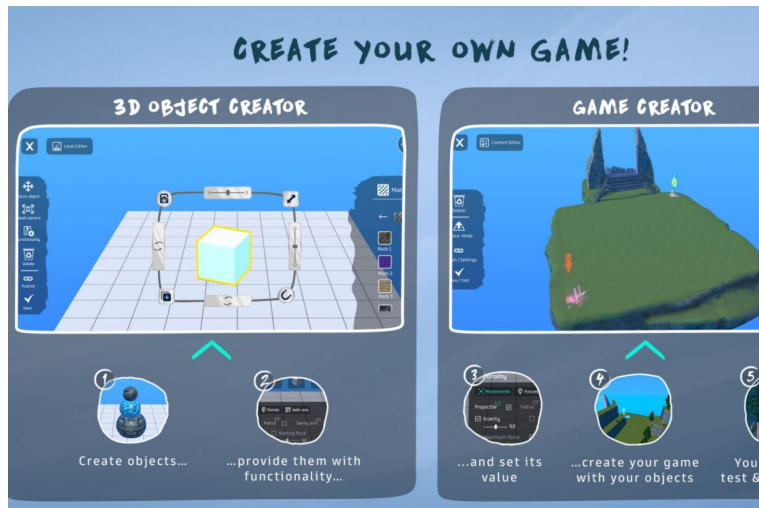
CREATE, PLAY AND BUILD YOUR COMMUNITY

USERNAME

PASSWORD

LOGIN

SIGN UP

Forgot password?

Tek 043 #

Create

Chat

Notifications

Navigation

Shop

Content Creator   Explorer   Puzzle Master

Lorem ipsum
Island City

Follow   Friend

35   23   12
Followers   Posts   #Hrs Played

Minigame 12   Object 23   Action Puzzle 15

bXb Business Broker Listing Team
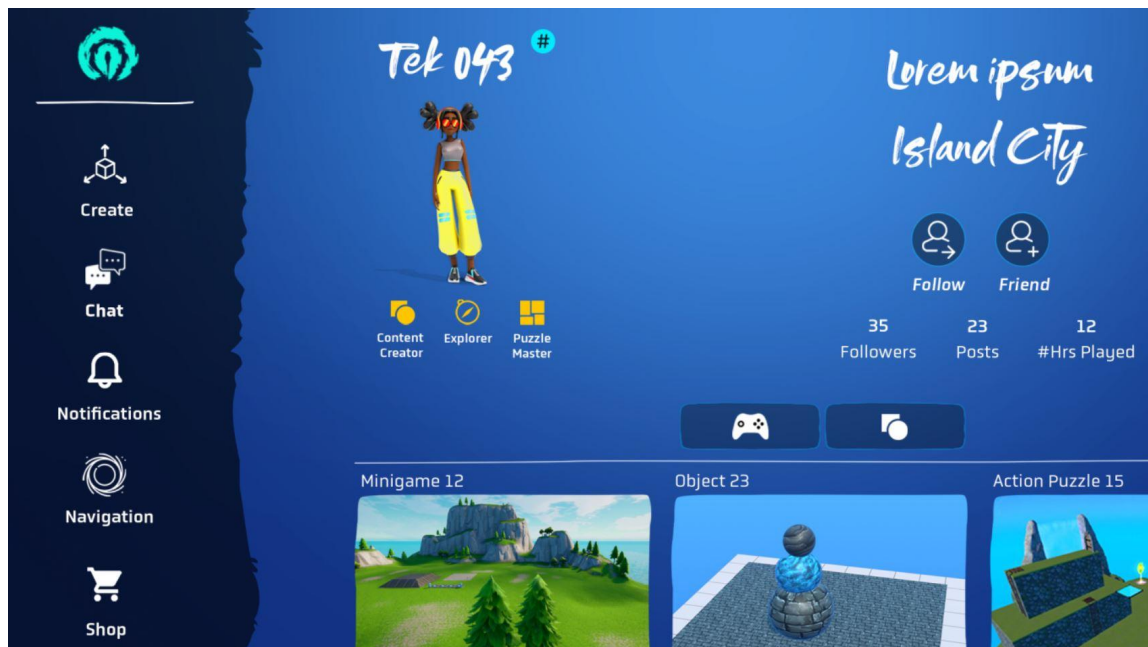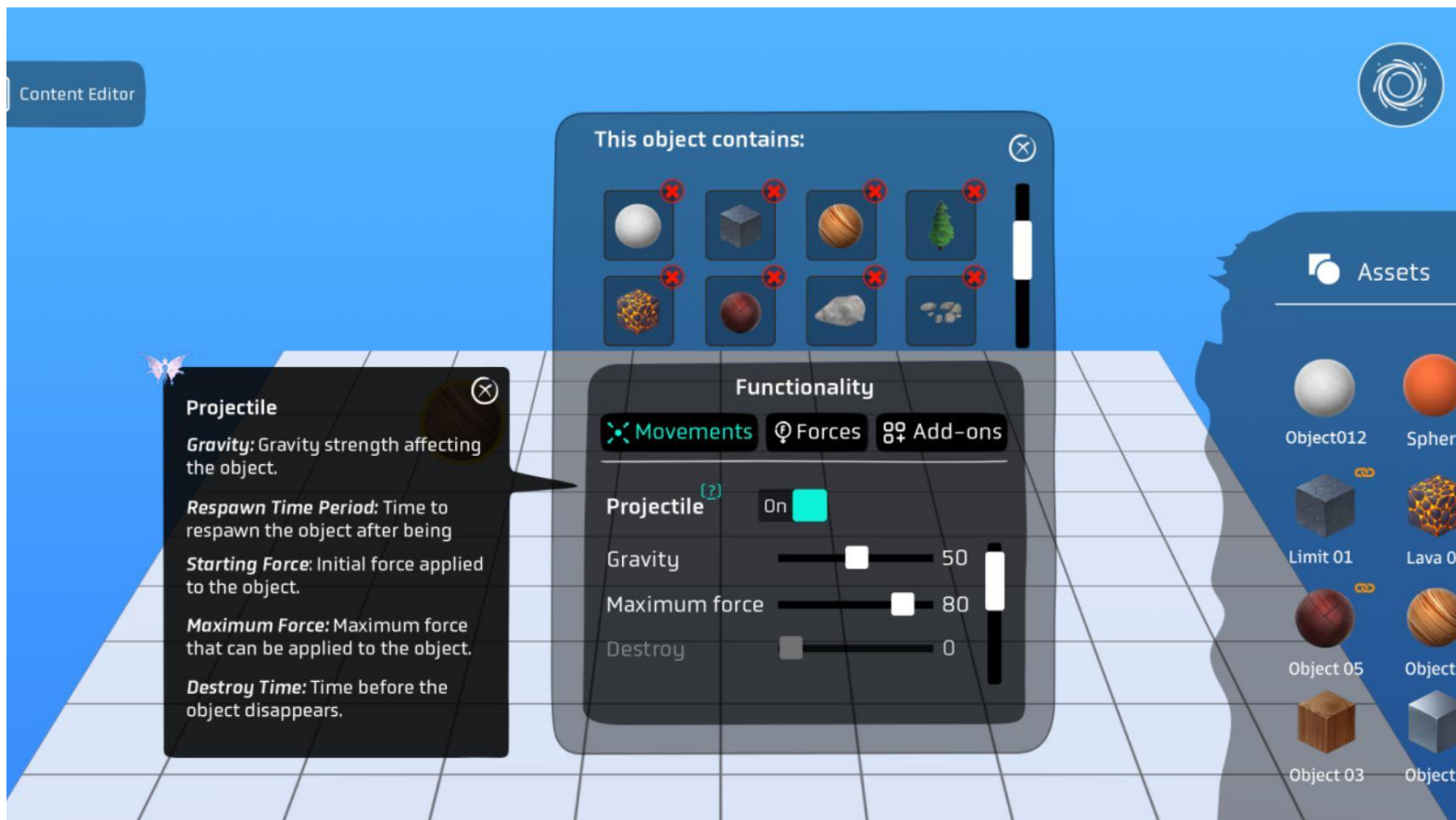
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David Molina, a former Army Captain, is a Commercial Real Estate Broker for eXp Commercial - Washington and Business Broker at bXb Business Brokers where he brings over 20+ years of experience in the public, private and nonprofit sector. Previously, David founded and scaled an open source project turned tech startup and scaled it across 19 time zones worldwide. David earned his BA at Oregon State University in Political Science and an Officer Commission in Infantry from Army ROTC. Most recently, David completed executive education coursework at Stanford Graduate School of Business in scaling growth.

Allen Stockbridge JD CCIM CEPA, is co-founder at bXb Business Brokers where he advises clients on exit planning, and strategic mergers & acquisitions. Allen has over 40 years of transactional commercial real estate and business brokerage experience at CB Richard Ellis, Colliers, Sperry Van Ness, KW Commercial, Kulshan Commercial and eXp Commercial. Allen earned his BA at Towson University and a JD at the University of Maryland School of Law. Allen received his Certified Commercial Investment Member (CCIM) designation in 1989 and his Certified Exit Planning Advisor (CEPA) designation at the Exit Planning Institute in 2023.

Dick Obendorf is co-founder at bXb Business Brokers where he advises clients on exit planning and selling their business bringing over 37 years building a wide variety of businesses, including a chemical and fertilizer company, car washes, mining company, construction and trucking business to $30m in annual revenue. Most recently, Dick and Allen have advised small business owners navigate their business sale and retire. A serial entrepreneur, Dick is working on a SaaS document collaboration service for the construction and real estate market.

Please contact any member of our Listing Team to discuss the process for submitting a Proposal to the Developer/ Seller.

After discussion, we will provide a Proposal Form for your offer.

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