Market Research. Q1 2020

DATA 40

VIDEO GAMES INVESTMENT FUNDS

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About the Research

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Goals

- Find the total gaming industry investments amount in Q1 2020
- Compile a gaming industry investment funds catalog
- Compare the funds listed and identify the leaders
- Overview and define the characteristics of the target market
- Determine how funds raise finances
- Determine how funds choose projects to invest
- Provide an overview of incentives, benefits, and government programs in the target industry

Research Relevance and the Periods

- Raw data was gathered in between 01/01/2020 and 02/12/2020
- Processing and analysis of the information collected was executed in between 02/01/2020 and 04/30/2020
- An additional raw data was gathered in between 03/05/2020 and 03/31/2020

Glossary

The terminology presented here is not generally accepted and used specifically for this

- **Highly Involved**: The funds that invested to 3 or more Game/Game Tech projects, such as
  - Game studios
  - Development of one game or a series
  - Gaming technologies and services
- **Partially Involved**: The funds that invested to 1-2 Game/Game Tech projects
- **Non-core**: The funds with at least 1 investment to the area related to gaming, such as
  - E-sports platforms and services
  - Game monetization and analytics platforms
  - Gaming portals
  - Projects with game mechanics
  - Other websites and services related to gaming
- **IT/Tech**: Internet and hi-tech companies
- **Game/ GameTech**: gaming focused services and gaming technology projects, websites, platforms, solutions and technologies

Labour costs

- Raw data gathering: 524 hours spent
- Data structuring: 119 hours spent
- Analysis and conclusions: 103 hours spent

About the Research

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Methodology

- IT/Technology funds catalog was compiled based on open source data
  - Social media: Facebook, Twitter, YouTube, Linkedin
  - Search Engines: Google, Bing, Baidu, AOL, Yandex
  - Specialized platforms: Crunchbase, Venturebeat, Gamasutra
- All public investment transactions information related to gaming industry in Q1 2019 - Q1 2020 were sourced from Crunchbase
  - Based on the data, a report was built and conclusions were made
- Based on the same open sources mentioned in point 1, information on investment methods and selection criteria of the projects to invest in was collected and processed
- The primary classification of investment funds was conducted
  - The funds that invested in Game/Game Tech at least once are detected
- The list is divided into four groups based on investment shares in the gaming industry
  - Deep from 3 investments in Game/Game Tech
  - Partial 1-2 investments in Game/Game Tech
  - Non-core: at least 1 investment in the area related to gaming
  - Other: there is no open information about investments in the gaming industry
- For Deep Tech investment funds, the data is completed with in-depth analysis based on open sources, and an extended data pool is created
  - Traffic as for January 2020 based on Similarweb
  - Investment rounds
  - Direct references to government support
  - Direct references to tax incentives
  - Longevity indices
    - The script used to identify inactive funds
    - Funds with no identified activity until 2019 are considered inactive
  - Acceleration programs[1]
  - Foundation date
  - Declared capital
  - Themes of investments
    - Computer games and game studios
    - Mobile games and mobile game studios
    - esports
    - esports
  - Countries and continents where funds operate
  - Geography of work
    - Regional
    - Continental
    - Worldwide
- Additional information was collected
  - Gaming industry events until the end of 2020
  - Ways of networking[2] in the gaming industry during a pandemic
- Based on the expanded data, the final report was built and research conclusions were drawn

[1] Accelerators are a startup support business model that involves intensive project development in the shortest possible time.
[2] Networking is a process of building social contacts

*Available in the Full version

Raw Data Guide

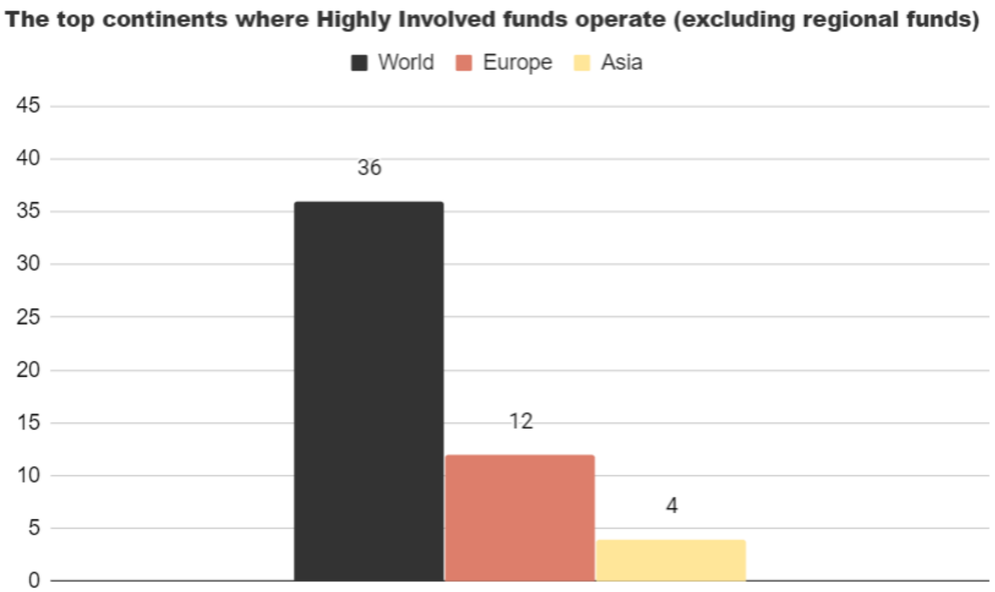
The consolidated data and study results can be found in the raw data spreadsheet:

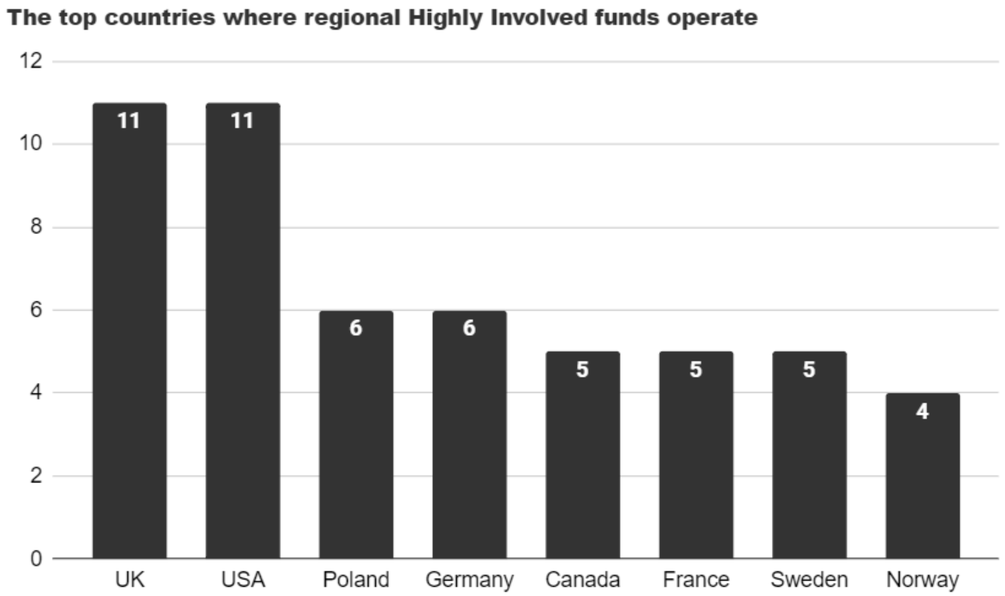
Attached file: Trial Version - Video Games Investment Funds Catalog Q1 2020.xlsx

Website	Traffic (Jan 2020)	Round 1 *	Round 2 *	Round 3 *	Round 4 *	Round 5 *	Round 6 *	Private/Government sup.	Accelerator	Relevance *	Life rate *	Year of Foundation	Year Source *	Declared Amount
intel.com/content/www/us/e	23380000	?	Seed	A	?	?	?	Private	?	Deep	Live	2018	Domain Relevant Information	?
tencent.com/en-us/index.htr	22600000	?	?	?	?	?	?	Private	?	Deep	Live	1998	Declared	?
overwolf.com/fund/home	991500	Pre-seed	Seed	A	B	?	?	Private	?	Deep	Live	2010	Domain Relevant Information	$7,000,000
events.withgoogle.com/indie	412000	Pre-seed	?	?	?	?	?	Private	Accelerator	Deep	Live	2018	Domain Relevant Information	?
a16z.com/	253000	Pre-seed	Seed	A	B	C	D	Private	?	Deep	Live	2009	Declared	$10,000,000,000
sequoiacap.com/	100800	Pre-seed	Seed	A	B	C	D	Private	?	Deep	Live	1972	Declared	?
gv.com/	84000	Pre-seed	Seed	A	B	C	D	Private	?	Deep	Live	2009	Declared	$4,500,000,000
fig.co/	60100	?	?	?	?	?	?	Private	?	Deep	Live	2015	Domain Relevant Information	?
indexventures.com/	42200	?	Seed	A	?	?	?	Private	?	Deep	Live	1996	Declared	?
bvp.com/	36000	Pre-seed	Seed	A	?	?	?	Private	?	Deep	Live	1995	Domain Registration	?
accel.com/	35000	Pre-seed	Seed	A	B	?	?	Private	?	Deep	Live	1991	Domain Registration	?
seedcamp.com/	30000	?	Seed	A	?	?	?	Private	?	Deep	Live	2006	Domain Registration	?
kleinerperkins.com/	29500	Pre-seed	Seed	A	B	C	D	Private	?	Deep	Live	1970	Declared	?
sosv.com/	25000	Pre-seed	Seed	?	?	?	?	Private	Accelerator	Deep	Live	2015	Domain Relevant Information	?
privatedivision.com	24400	?	?	?	?	?	?	Private	?	Deep	Live	2017	Domain Registration	?
lsvp.com/	23100	Pre-seed	Seed	A	B	?	?	Private	?	Deep	Live	2011	Domain Relevant Information	?
greycroft.com	13000	Pre-seed	Seed	A	B	C	D	Private	?	Deep	Live	2006	Declared	$512,000,000
atomico.com	12700	?	?	A	B	C	?	Private	?	Deep	Live	2007	Domain Relevant Information	$2,700,000,000
generalcatalyst.com/	11600	Pre-seed	Seed	A	?	?	?	Private	?	Deep	Live	1999	Domain Relevant Information	?
indie-fund.com	10500	Pre-seed	Seed	?	?	?	?	Private	?	Deep	Live	2010	Declared	?
balderton.com/	9800	?	Seed	A	B	C	?	Private	?	Deep	Live	2000	Declared	?
eventures.vc	9800	?	Seed	A	?	?	?	Private	?	Deep	Live	1998	Declared	?
ppvc.com/	8700	?	?	?	?	?	?	Private	?	Deep	Live	2000	Domain Relevant Information	$6,200,000,000
creandum.com/	8350	?	Seed	A	B	?	?	Private	?	Deep	Live	2003	Domain Relevant Information	?
gamesmith.com	8260	?	?	?	?	?	?	Private	?	Deep	Live	2017	Domain Relevant Information	?
mtg.com	7900	?	Seed	A	B	?	?	Private	?	Deep	Live	1987	Declared	?
jvp.com	7700	?	?	?	B	C	D	Private	?	Deep	Live	1980	Declared	$7,000,000,000
seventicapital.com/	6400	Pre-seed	Seed	A	B	C	D	Private	?	Deep	Live	2006	Domain Relevant Information	$3,000,000,000
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2016	Declared	[illegible]

More in Full version

Video Games Investment Funds





Mobile Games / Apps Monetization Investment Funds	
#	Website
1	eventures.vc
2	kiteventures.com
3	flintcap.com
4	hp-ventures.com
5	ourcrowd.com
6	targetglobal.vc
7	surevalleyventures.com
8	media-and-games-invest.com

Gaming Portals Investment Funds	
#	Website
1	idinvest.com
2	kiteventures.com
3	vaizra.ru
4	firstround.com
5	media-and-games-invest.com

More in Full version

Full version also contains

- XLSX raw data table with 345 IT/tech investment funds with game development investment tools marked separately
- 23 consolidated tables with additional data based on Raw Data table
  - 2 tables with Public investment transactions in the gaming industry Q1 2019 and Q2 2020
  - 1 table with Highly Involved Funds from 3 investments for gaming (125 strings)
  - 1 table with Partially involved funds from 1-2 investments for gaming (84 strings)
  - 1 table with Highly Involved fonds declared their total capitals (31 strings)
  - 1 table with Highly Involved funds over 20 (19 strings)
  - 1 table with Highly Involved funds over 10 but under 20 (26 strings)
  - 1 table with number of inactive Deep funds (7 strings)
  - 3 tables with Government Support funds (Highly Involved - 44 strings, Partially involved - 6 strings, Non-core - 4 strings)
  - 1 table with comparison of Highly Involved Funds by State Support Reported
  - 5 tables with Gaming Market Segments and funds that invest in them: Mobile Game developers (67 strings), AR/VR (49 strings), E-Sport (20 strings), Game monetisation (8 strings), Gaming portals (5 strings)
  - 3 table with types of Investment in gaming funds: Private investments (10 strings), Group investments (2 strings), Crowdfunding (1 string)
  - 3 table with sourcing projects for investment in gaming: Cold search (9 strings), Indie portals (4 strings), Highly Involved Accelerators for cooperation (18 strings)
- 24 consolidated charts and graphs with analysis and additional information
- Extended additional texts
- Table with Networking and Connecting tools during Pandemia
- Gaming Industry Events 2020 Catalog

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Research meta: DCS03-2020

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