



**THE FUTURE OF GAMING ENTERTAINMENT**

**AT THE INTERSECTION OF CONTENT, COMMUNITY AND COMMERCE**

*For discussion only. Not for investment purposes. Please see our Light Paper for further details and disclaimer.*

TMV



# Good Game Ecosystem

Creating a Central Hub for Content, Community and Commerce addressing the **3.3B gamers spending \$240B+ per year**

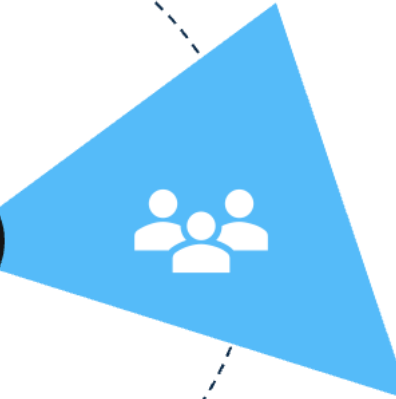
## CONTENT

Revolutionize Reality  
Gaming Content through  
Interactive Media



## COMMUNITY

Foster Community  
through Hubs that blend  
digital and physical



## COMMERCE

Seamlessly Integrate  
Digital Commerce into  
entertainment





# Good Game Ecosystem

The **Good Game Content Engine** drives engagement (Digital/TV and Hubs), actionable data insights and direct sales (memberships, subscriptions & merch drops) effectively targeting a diverse demographic

## Successful Pilot: Good Game Asia (SG)



2023 APAC Broadcaster for  
Innovation Award Winner

First Party Reported Reach

**20M**

Unique Views on Broadcast TV



200M Unique Views on Digital  
OPGG OGN

## Scale Good Game Programs and Hubs



## Global Expansion:





# Content: A first-of-its-kind Global Competitive Reality TV Series

Winners from our Country-level shows (starting with India) compete in Regional shows (i.e. APAC) against other nations, qualifying for the top prize: the annual Good Game World Series Finale (starting 2026) against top global celebrities from music, sports and entertainment.



## Global Rollout

### GG ASIA\*

- Australia\*
- China
- India\*
- Indonesia
- Japan
- Korea\*
- Malaysia / Singapore
- Philippines
- Thailand
- Vietnam

### GG AMERICAS\*

- Canada
- Caribbean
- USA (4 Sub-Regions)\*

### GG MEA

- Arabic
- Kenya
- Morocco
- Nigeria
- South Africa
- Tanzania
- Zanzibar

### GG LATAM

- Brazil
- Mexico

### GG EUROPE

- Eastern Europe
- France
- Germany
- Nordics
- Spain
- UK\*

\*Shows already in-progress for 2024/25, all other global shows are in-planning for future dates





# Community: Engagement and Growth

**Targeting 1B Members by 2028:** Good Game currently has 1B+ impressions contracted for 2025 through industry-leading partners (Jio in India) with additional reach coming through celebrities and brand engagements/partnerships

## FY2025 Targets:

**1 Billion**

Impressions\*

**100M**

Followers

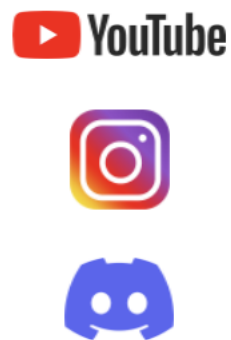
**1M**

Members

### Traditional Channels



### GG Digital Channels



### GG Membership



## Good Game India S1

**500M**

Impressions (min)

### Celebrity/Brand Reach:



Current Judge Social Reach: **60M**

Brands (In-Closing):





# Gamers Influence Beyond the Game



## Of GenZ Trusts Brands Endorsed by Influencers\*

63% of GenZ gamers trust brands that are endorsed by individuals, 23% more likely than GenZ overall. Good Game combines the best aspects of traditional and influencer marketing.



## Of GenZ Believe Gamers Set Trends\*

GenZ gamers are more likely to set the trends than GenZ overall. We highlight advertiser/partner products, brand messages or experiences to drive the GenZ audience.

## GAMERS SPEND ON THEIR HOBBY

\$86

Millennial Monthly Spend on Gaming\*\*

\$1,032

Millennial Annual Spend on Gaming\*\*

For All Gamers (Regardless of age) the spends are \$76 and \$912, respectively

\*Source: GWI, APAC GenZ players (PC/mobile/console), Q1-Q2 2022

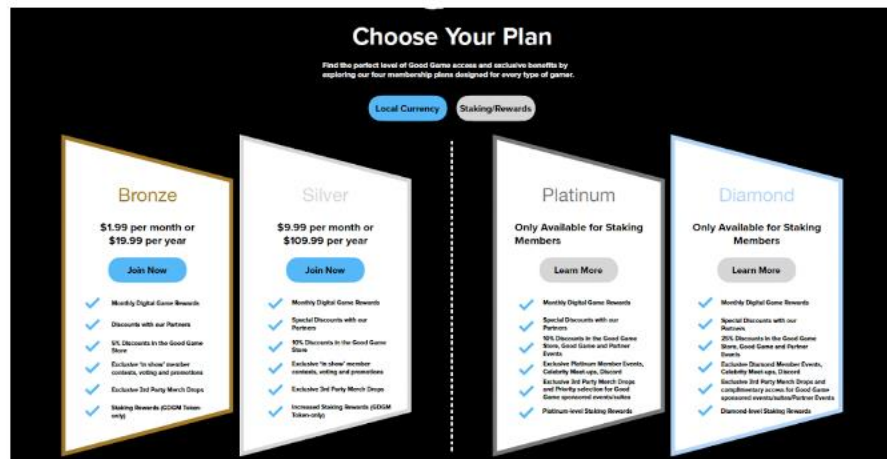
\*\*Source: Yahoo Finance 'This Is How Much Playing Video Games Will Cost You Over Your Lifetime

# Membership & Commerce

Good Game's data-rich membership and merch programs establish our brand and deliver valuable insights on shifting gaming culture to drive engagement and revenue for us and our partners

## Membership: Driving Community + Recurring Revenue

Good Game's Membership Program generates valuable data insights from our Content Engine, enabling us and our partners to track shifting gaming culture, deliver targeted communication, and provide monthly community rewards



## Commerce: Brand Building through Increased ARPU

More than just merch, our program establishes Good Game as a premier gaming-culture brand through exclusive original designs and strategic mashups, expanding our reach and generating new revenue streams



## Good Game Merch

Drop 1: Good Game India



## Mashups\*

Gaming



Fashion



\*Example of potential partners from ongoing discussions, for reference purposes only.



# Technology & Innovation

**AI and Virtual Characters:** Enhancing partner service and business efficiency, while leveraging a **Utility Token** to connect our community and fuel rapid growth through expansion

## AI: Good Game Sales Tool

Combining Good Game and partner data with external media research, our AI Sales Support system provides a "ChatGPT"-like experience for partners, with potential for further subscription revenue.

Create a new insight

Simply type in your question or statement in the chat box below or use our suggestions.

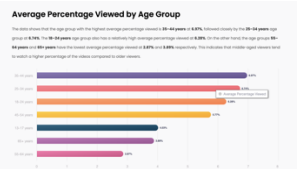
Suggestions based on your space

How does the impressions click-through rate vary across different traffic sources?

What is the trend of daily views for each device type over the past year?

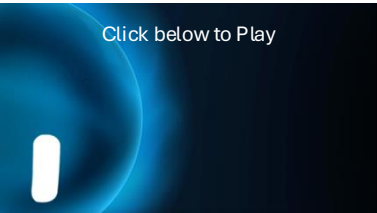
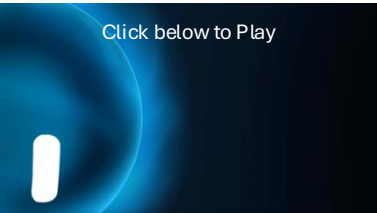
How does the average view duration differ between videos with and without subtitles?

show v



## Virtual: Our global host, Jazz

Jazz: Our versatile AI-powered virtual host guides contestants through the shows. Jazz scales easily across programs through its voice-to-video operations process, allowing for easy translation into 100+ languages. High downstream commercial potential.



## Utility Token: \$GDGM

Launching in April 2025 the Good Game Membership program is powered by (\$GDGM) shifting our program from one-way communication to a participatory, community-driven experience membership model, empowering fans as stakeholders, and rewarding stakeholders with exclusive access to content and merchandise.





# Founding Team

Building a high-performance team to accelerate revenue growth and drive global expansion



**Raiford C. Cockfield III**  
CEO/Founder

Developed Good Game Format. Former Twitch APAC Director, ecommerce (eBay), entrepreneurship and Private Equity/IB (Lehman Brothers).



**Angela Chou**  
Head of Product and Growth

Product Management and Growth in Media: CBS, Vevo, and growth startups.



**Sam Asfahani**  
Chief Creative Officer

Founder of OS NYC. Built, run and designed esports leagues and produced award winning content in gaming and esports (NBA)



**Genie Kim**  
Head of Korea

Former project manager for OGN global business, and architect behind OGN Overwatch Apex league.



**Gregory Duffy**  
Growth Product Manager - Lead

Growth Strategy and Analytics in Entertainment/Media : Pandora, VEVO, Sony, and growth VC-funded startups.



**Nattapon (Aon) Ruetthapai**  
Community (SEA)

Former community lead for Twitch TH, and former community team for Online Station, Thailand's largest YouTube MCN.



**Joao Pott**  
Production (LATAM)

Creator of the 2 biggest independent esports Studios in Brazil (XLG & Promo Arena), and producer of official Riot, Blizzard, & Smilegate major tournaments.



**Taeyoung Lim**  
Production (Asia)

Head Producer and Game Director of several of the top gaming and esports leagues and programs in Korea, including Twitch Rivals, LCK and Intel Extreme Masters

# FY2025 Roadmap

**Expanding the Good Game Content Engine:** Investment in Good Game secures the next four programs and launches our Membership Program, driving immediate scale in reach and revenue while rapidly expanding our database

## Strategy

### Expand Formats while leveraging NYC Home Studio (Hub 1)\*

Initial Funds go to Acquisition of OS NYC, locking in Hub 1 for the Good Game programs and production of the final episodes of Good Game India, S1

Good Game India launches, minimum expected revenue from sponsors of \$5M

Website and Social Media Channels convert viewers (min 300M from Jio + Celebrity/Good Game social media), drives expected minimum unique viewer engagement of 100M

Production expands with a focus on English language/high revenue markets (US, UK, Australia). All shows filmed locally and finales at NYC Hub.

## India – H1, 2025



## Americas – est. Q4, 2026



## Australia – est. Q1, 2026



## UK – est. Q1, 2026





**GOOD  
GAME**

**Group, INC**

**APPENDIX**



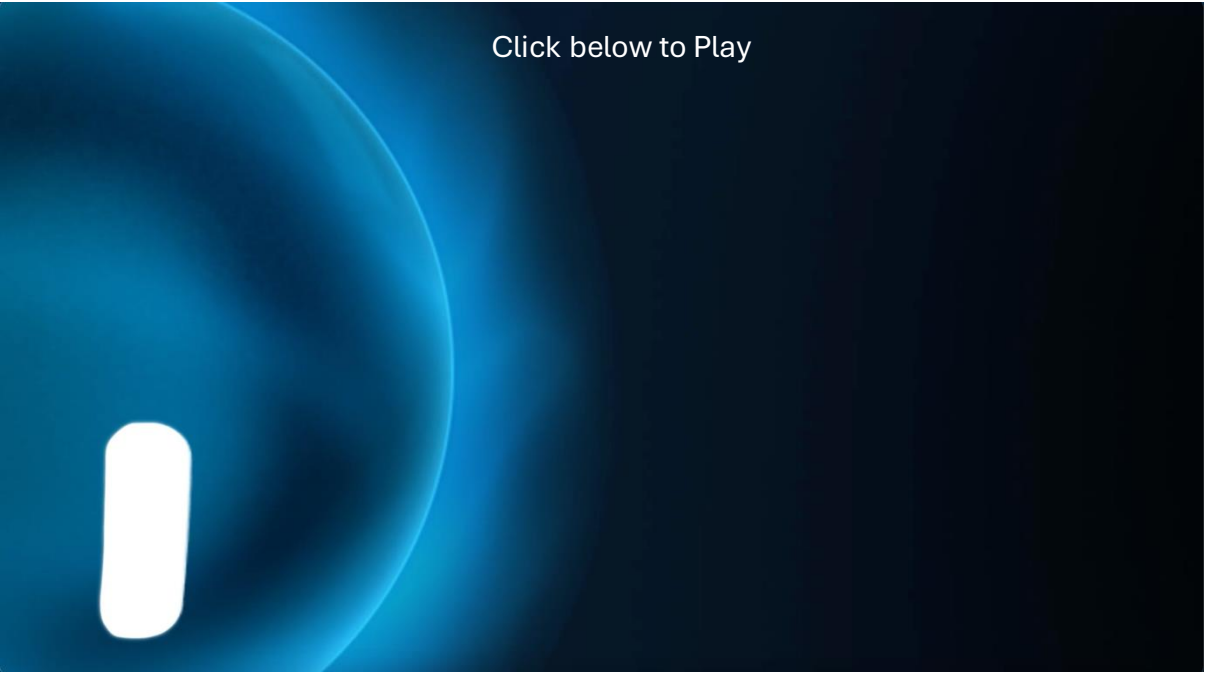


# Virtual Host: Meet... Jazz

We have replaced the traditional host with a virtual host, allowing us to save significant cost across all shows and create an easily marketable character within the Good Game Content Ecosystem that we control (voice-to-video direct input, auto-translation) and can activate across social media

## Show Intro

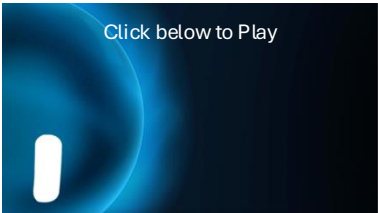
For the Opening Credits and Video Intros (Social Media/Short Form Content)



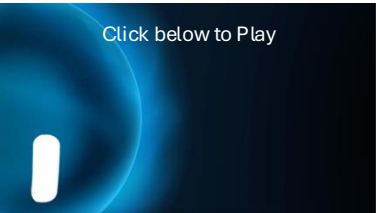
## Emotes

Custom Interactions in-show, Potential Revenue Driver on digital platforms (emote/sticker packs)

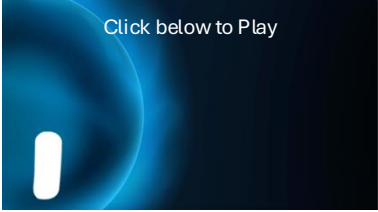
Anger



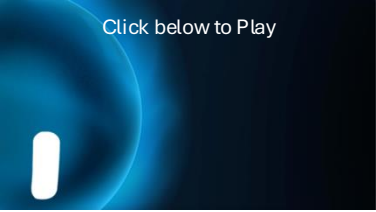
Win/Reward!



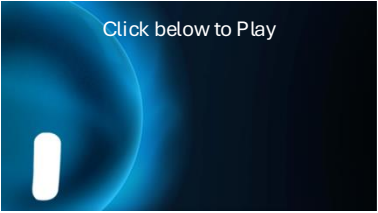
Embarrassment



Bored



Joy





# AI: Sales Support and Data Organization

Sales Support for our brands and partners will be handled by our custom tool (powered by Breadcrumb.ai) where all our brands and partners can access the data from the shows and social media in an intuitive and interactive 'Chat GPT'-like manner, with auto-generated text answers, charts and graphs, easily customized, at their fingertips

Create a new insight

Simply type in your question or statement in the chat box below or use our suggestions.

Suggestions based on your space

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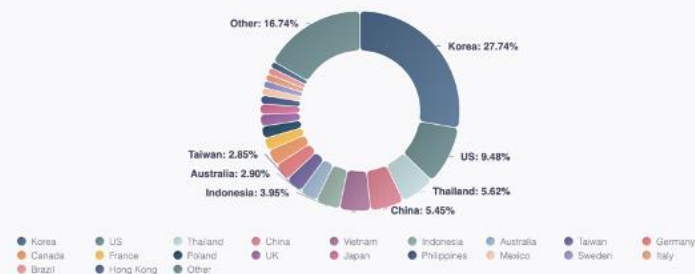
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show v

Generating

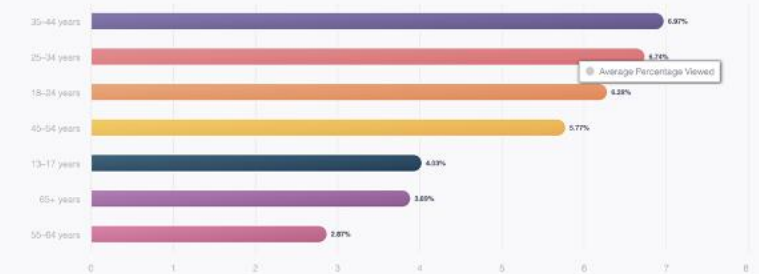
## Top 20 Countries by Viewership and Others

The pie chart visualization of the top 20 countries by viewership and others reveals that Korea has the highest estimated viewership with 27.74% of the total viewership, followed by the US with 9.48%. Other countries with significant viewership include Thailand, China, and Vietnam, each contributing over 5% to the total viewership. The 'Other' category, which groups all remaining countries, accounts for 16.74% of the total viewership. This data highlights the key markets with the largest audiences, which can be crucial for targeted marketing and content distribution strategies.



## Average Percentage Viewed by Age Group

The data shows that the age group with the highest average percentage viewed is **35-44 years** at **6.97%**, followed closely by the **25-34 years** age group at **6.74%**. The **18-24 years** age group also has a relatively high average percentage viewed at **6.28%**. On the other hand, the age groups **55-64 years** and **65+ years** have the lowest average percentage viewed at **2.87%** and **3.89%** respectively. This indicates that middle-aged viewers tend to watch a higher percentage of the videos compared to older viewers.



# Case Study: Full Brand Integration

Custom Activations allow a brand partner to seamlessly integrate their people and products into the show in a format that fits their brand message. Highlight your brand, demonstrate what makes your company stand out against competitors and feature the people that make your company special!

## Company:



## Content:

Our production team setup the PC Build Challenge at Aftershock's HQ in Singapore, featuring Aftershock's showroom, products and their main Marketing Executive. Activation was followed by a successful online sales campaign..

## Activation:

In-show Feature Time: **8+ minutes**

Total Reach: **160 Million+**





# Hub 1: NYC

Gaming's 'SOHO House': Existing NYC Hub 1 (\$2.4M in revenue + Profitable)  
Ready for Show Production (Good Game India Finale) and Member Kick-off featuring the following:



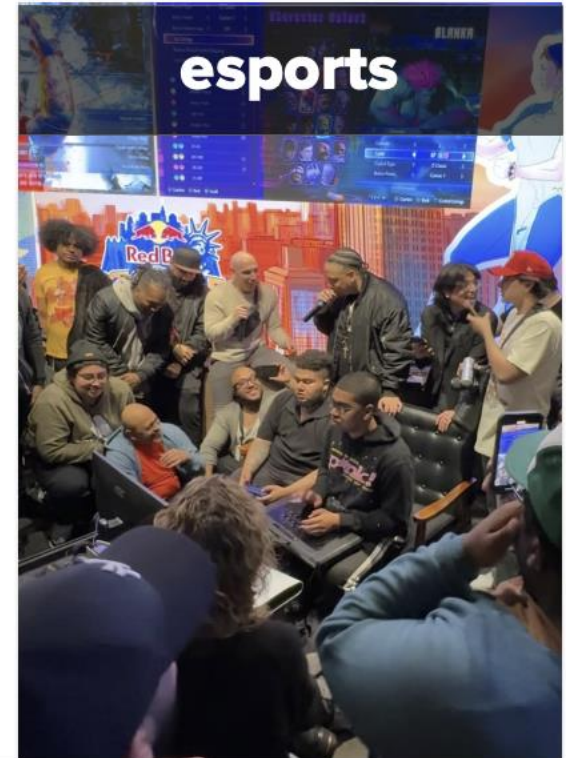
**Live Music**



**Watch Parties**



**Celebs\***



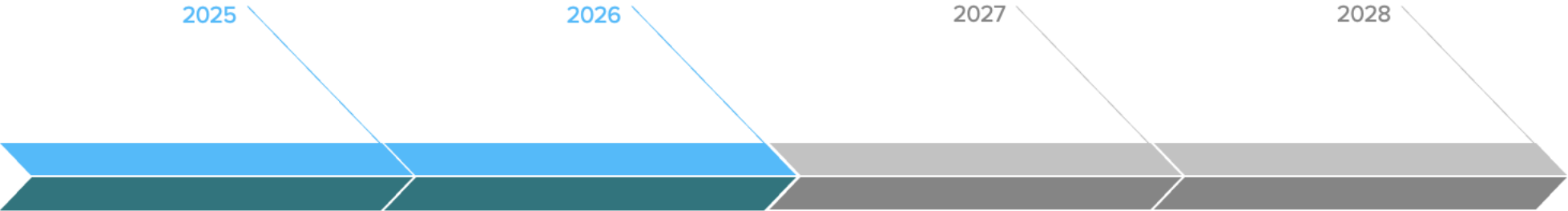
**esports**

**Nearly 8K physical visitors and 700K+ digital engagements / month**

\* Kevin Durant (NBA) and Sauce Gardner (NFL) at NBA25 event at OS NYC in 2024



# Good Game Show Timeline (2025-2028)



## Good Game Productions

### **Good Game Americas**

- Good Game India
- Good Game UK
- Good Game Australia

## Good Game Expansion

### **Good Game APAC** **Good Game Europe** **Good Game World**

- Good Game Korea
- Good Game Thailand
- Good Game US - East
- Good Game US - West
- Good Game US - South
- Good Game US - Midwest
- Good Game Arabic
- Good Game Brazil

## Good Game Expansion

### **Good Game Latam** **Good Game MEA**

- Good Game Indonesia
- Good Game Japan
- Good Game Kenya
- Good Game Nigeria
- Good Game Zanzibar
- Good Game Tanzania
- Good Game Canada
- Good Game Mexico
- Good Game Germany
- Good Game France

## Good Game Expansion

- Good Game China
- Good Game Malaysia (+SG)
- Good Game Philippines
- Good Game Vietnam
- Good Game Morocco
- Good Game South Africa
- Good Game Spain
- Good Game Nordics
- Good Game Eastern Europe

*Note: Bolded Shows are the regional shows contestants qualify for in the country level shows*





# Good Game Hub Timeline (2025-2028)

GGG Owned



Good Game Hub

Hub 1: NYC, US



Hub Expansion

Hub 2: London, UK  
Hub 3: Seoul, KR



Hub Expansion

Hub 4: Dubai, UAE  
Hub 5: Berlin, DE  
Hub 6: Delhi, IN  
Hub 7: Melbourne, AU or  
Bangkok, TH



Hub Expansion

Hub 8: LA or Vegas, US  
Hub 9: Melbourne, AU or  
Bangkok, TH  
Hub 10: Tokyo, JP  
Hub 11: Toronto, CA  
Hub 12: Paris, FR

Partnership

LATAM Hub: Sao Paulo, BR  
Europe Hub: Utrecht, NL  
Africa Hubs: Kenya, Zanzibar,  
Nigeria

Africa Hubs: South Africa,  
Morocco, Cameroon, Ghana,  
Zambia

# Good Game Merch Strategy

Custom Good Game Merch is in-development now with samples ready for Collection 1 by mid-April 2025 and our first monthly Merch Drop ready for sale by July 2025

## FOUNDATION



Begin with a core collection of **easily producible items** to establish a foundation for the merch growth program.

- Establish Core Collection
- Expand with Sponsors & Luxury Brands
- Diversify Product Range Strategically

## QUALITY & COLLABORATION



Expand to include **related goods sourced from sponsors and luxury brands**, enhancing the diversity and appeal of the merchandise.

- Elevate with Reputable Brands
- Balance Accessibility and Exclusivity
- Utilize Data-Driven AI Insights for Development

## COMMUNITY ENGAGEMENT & ITERATION



Implement a strategic approach to **diversify the product range**, ensuring **relevance and resonance** with the gaming community.

- Foster a Sense of Community
- Continuous Improvement through Feedback
- Sustain Long-Term Growth and Relevance



**THANK YOU!**