

Invest in Israel Game Industry Montreal



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Jerusalem, June 2014

Dear friends,

Israel is renowned for being a technological and creative hub, a vibrant nation which demonstrates unusual thought and execution. The Gaming Industry is a perfect area which combines both.

The strong presence of companies from Israel at Casual Connect SF offers an opportunity to explore investment opportunities and collaboration possibilities in some of the up and coming game industry companies, as we continue on to New-York and Montreal.

Participating companies offer innovative solutions alongside proven success stories, in areas such as game development, marketing and monetization solutions.

Come and meet our companies delegation seeking strategic partnerships, and explore lucrative investment opportunities.

Join us for an exciting presentation of the companies listed in this catalog.
We look forward to your participation.

Respectfully yours,

Jonathan Levy
Director of Digital Media
Ministry of Economy

Nir Miretzky
Chairman of the Board
GameIS

Israel's Game Industry



Invest in Israel

The Investment Promotion Center at Israel's Ministry of Economics is the government's focal point for international investors.

Invest in Israel works closely with potential and current investors throughout the investment process and serves as a source for all investment related information.



The GameIS Association

GameIS is an Israeli Non-Profit Organization, bringing together the majority of Israeli game companies and developers. Our goal is to be a central hub to the local industry and help moving it forward, while improving communications and collaborations with the worldwide industry, and supporting game development education and culture in Israel.

GameIS is affiliated as the Israeli local chapter of the International Game Developers Association (IGDA), and is responsible, among other things, for international co-operations and producing industry events. The Annual GameIS Conference and the Game Industry Award Ceremony, The Israeli Global Game Jam sites, The Gaming Un-conference and the Game Developers summit at the International DLD TLV conference - both in cooperation with Dr Yossi Vardi.

Join us at the GameIS Annual Conference in December!

For more information, please visit our website: www.GameIS.org.il

Contact: nir@gameis.org.il

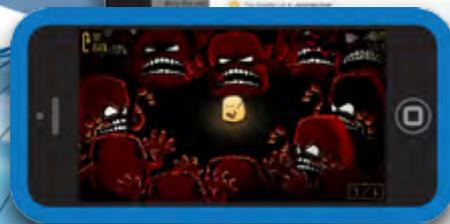
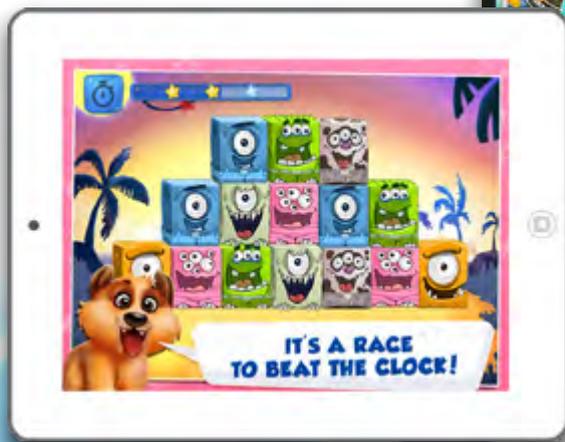
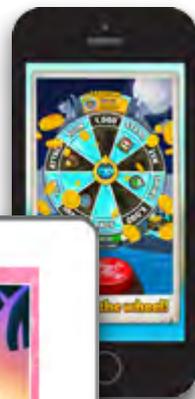


STATE OF ISRAEL

Why Israel?

The Israeli game industry is comprised of thousands of developers and designers in the fields of game content and technology. The state of Israel, already widely recognized as the "Start-Up Nation" and as a media content and format hub, has recently left its mark as a rising force in the gaming world with a diverse portfolio of local companies receiving worldwide acclaim.

Game segments like mobile and social games are on the rise, with Israeli studios already recognized for half of the top ten Facebook social games in the entire EMEA region. The world's leading multinational companies have already made the choice for Israel – now it's your turn. Come and see what we have to offer.



“There are three countries we focus on these days for developers outside the US: China, Russia and Israel“

Sean Ryan,
Director of Gaming Partnership
Facebook

“One of the smallest countries in the Middle East, Israel, is a hub of tech and game development in the region. Almost all Middle Eastern apps on the Facebook platform originate from Israeli studios, and almost all categories in the Facebook App Center have at least one Israeli studio game in their top ratings“

Hassan Baig,
Techcrunch

“The Israeli video game industry has been steadily growing over the last few years“

Mike Rose,
Gamasutra

“We are seeking employees from all over the world... In Israel we had an exceptionally successful experience. 5 out of 10 leading games on Facebook in Europe, Middle East and Africa, were made in Israel“

Julien Codorniou,
Head of EMEA
Gaming Partnerships,
Facebook



Captain Up

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<https://captainup.com>

About our Company

Captain Up is an engagement platform powered by game mechanics, behavioral psychology, and machine learning

We “power up” your site/app, turning your users into an active, engaged, and vibrant community, infused with a spirit of friendly competition. Our platform provides the mechanics and tools to increase user actions, installed by copy-paste, and is customizable down to the smallest detail to fit your needs and visual style. You focus on creating a good product, we focus on maximizing engagement and monetization.

It's a love story.

Captain Up is designed by gaming and social experts

We offer you a set of engagement tools designed to get your users to stay longer, keep coming back, and interact with your app/site. Using game mechanics and behavioral psychology, we boost engagement, loyalty, and user lifetime value. Our big data algorithms tell you more about your users and predict their behavior.

Business Benefits

Captain Up identifies users' actions, and rewards and recognizes them instantly. Your users interact, socialize, complete missions, earn badges, level up and gain reputation.

Captain Up provides you with deep insights on user actions, telling you more about how users behave, what works, what doesn't, and who your users are. Find out about your most loyal, active, and influential users, and interact with them to make the most of your relationship. Use Captain Up to communicate with your users via segmented or targeted messages and give them special rewards.

Track and reward any user action relevant to your site or app – share, like, tweet, visit, play a video, level up, kill a dragon, place a bid – you name it.

Unique Differentiators

- **Install in minutes.** Embed our system in minutes, then focus on what matters. Start with a working set of points, badges, and levels, and take it from there. More fun for you, as well as your users.
- **Measure. Learn. Adapt.** Gain insights from our intelligent analytics to better understand your users. Get Captain Up to monitor any behaviors and interactions you want to track and boost; then, fine-tune your business logic to drive up performance.
- **Go viral.** Instantly boost likes, shares, and referrals. Make social media part of everything in your service.
- **Total customization.** Make it look just right for your design. Add, remove, or edit any of the levels and badges. Customize their conditions. Use our library of level and badge graphical assets, or upload your own. Customize colors and positioning. Make it yours.
- **Interaction. Engagement. Loyalty.** Your users will share and compare activity on the leaderboard, keeping engaged, loyal and boosting lifetime value. You can assign rewards exactly as you need.
- **Talk to us.** We provide documentation, help, and tips, and add more all of the time. And you can get in touch with us whenever you need something. We love to help.

Company's main Goals and objectives

Partnering with web / mobile developers and publishers: games, gaming, e-commerce, media and sports.

What top gamification gurus are saying

“...a whopping 50% of my users now share on Twitter! 70% share on Facebook... More importantly for me... on average a person who signed up has watched 6.8 videos! That's quite impressive in terms of engagement”

- Yu-kai Chou

“Captain Up is a simple solution for adding an extra layer of engagement and fun to any site. The platform is flexible and easy to customize and offers a good set of features 'out of the box'.”

- Andrzej Marczewski

“We recommend Captain Up to anyone looking to increase user engagement. The platform is user friendly and easy to set up. You will instantly see an increase in website activity...”

- gamebuddies.net



Jelly Button Games

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About our Company

Founded in 2011 with the sole purpose of creating artful and adventurous cross platform games, Jelly Button aims to become the leading name in the casual multiplayer genre. We came together out of a shared love of gaming and design, and are working everyday to blend the two into what we feel is the next natural step in social mobile gaming.

Main Mission

Respectful of and inspired by great gaming companies that have come before us, Jelly Button has taken great steps in advancing the multi-player genre. As dedicated gamers and designers, we want to push the boundaries of both beauty and functionality, all while providing a truly social and interactive space for gamers from all demographics to enjoy.

Company Snapshot

All 15 team members are mobile gaming veterans with unparalleled expertise in game design and product development. Jelly Button has raised \$1.5M to date from prominent digital media investors and has successfully launched their first game, Cash King Islands, on iOS and Android in Q1 of 2014. Cash King Islands is now in "Soft Launch" and showing impressive KPIs.

Collaboration Sought

- Introduction to leading platforms such as Facebook, Google, Apple, Amazon and others.
- Introduction to key player in the market - The big casual gaming players - Wooga, Supercell, Tinyco, Pop Cap, Zynga, King.com, Social Point, Arkadium, DeNA, Gree, Peak Games, Playdom, Pretty Simple Games
- Potential Investors (VCs, Angels, Private Funds, Corporate Development)
- Top level Publishers - with vast experience in publishing games.
- Advisors that live in NY / SF / Montreal - connections to game companies and to talented people.
- Online Marketing Agencies in the US (specializing in games)

Unique Differentiators / Business benefits

The Jelly Button building process is a genuinely collaborative event and we're focused on passing that spirit of interaction on to our players and having it mimicked in the games we build. In fact, it's something we've come to refer to as "Mingle" – which is a single player experience inside of a multi-player environment.

Our organic growth alone has shown that players from around the world are responding to this approach, and we believe that this is the next step in the evolution of mobile games.

Company references & Main partners

- Jelly Button has been working with Playtika for 3 years, with a joint venture on the game "Scratch That!".
- Hamutzim Studio - our sister company - a product design house in Israel.

Investors

Raised \$1.5M to date from prominent internet & digital media investors.

More about Cash King

Cash King Islands a new pirate game for mobile Play with (and against) your friends and build your island!

Trailer: <http://bit.ly/CKItrailer>

Game Snapshots: 40K DAU in 3 months, over 50% second day retention, 3000 new users a day, well monetized, top 20 grossing in Norway.



KIDOZ Ltd.

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About our Company

KIDOZ makes any mobile device safe & fun for kids, in one click.

We operate top kids' tablets and smartphones, including Sprout TV tablets (Comcast company), FunTab, Polaroid and 40 others worldwide. Preloaded on 1.5 million devices.

Our Products

- **KIDOZ OS:** Safe environment containing the largest database of approved for kids items (Apps, Online games, Videos, etc.), combined with powerful parental control features.
- **KIDOZ Store:** The first app store designed for kids, with kids' balance and allowance to facilitate buying process and cap parents' expenses.

Main Mission

In a world where touchscreens have become our children's #1 toy, our mission is to provide a complete kids' mobile ecosystem:

- Provide safety & support for parents concerned about mobile usage
- Offer developers tools to distribute and monetize their content for kids
- Bring kids a better & safer digital experience

Collaboration Sought

We wish to get introduced to device manufacturers interested in the kids' segment or Telecom companies looking to offer a kids' safe-mode premium service.

Unique Differentiators

- Huge traction by OEMs – over 40 deals closed in last 18 months with device makers distributing our platform as their kid's solution (paying us royalties per device sold)
- High usage metrics by users – 40% average growth in active user base every quarter; super long sessions, generating incredible activity within the platform
- Over 50 signed distribution agreements with top kid's content developers

Business Benefits

Our amazing position in kids' mobile world, as the gateway to any activity, and backed by parental consent, enables us to distribute content directly to kids.

The company's main goals and objectives at Casual Connect & North America Mission

- Kids Content Developers (App/Games/VOD) to be featured on the KIDOZ platform/app-store
- VC/Funding on our next round

The company seeks to secure 5-7 million dollars for 20%-25% of the equity, to expand our b2c platform with social & cross-platform capabilities

Company References & Strategic Partners

- Sprout TV (a Comcast company) - KIDOZ is operating the Sprout kids' tablet and app-store
- ematic (FunTab)- KIDOZ is operating FunTab's kids' tablet and app-store
- Lenco – KIDOZ is operating Lenco's family and kids' tablets

Main Investors

- Lool Ventures
- Arie Mergie (Co-Founder of M-Systems, Founder ActivePath)
- Dov Moran (Co-Founder of M-Systems, Founder of Modu, Comigo)



Playful Shark

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www.playfulshark.com

About our Company

Playful Shark is an Israel-based game development studio founded in 2007.

The studio has created over 80 games, including **4 award-winning titles**, for Web, Social Networks, Mobile platforms and Motion Controllers.

The studio functions as a **service provider for both local and global markets, offering tailor-made games** to various clients, while targeting advertising agencies, brands, TV franchises and start-up companies as its primary client base.

Our Products

Among our games you can find:

- [Bamba and the Magic Kingdom](#) - The Biggest Advergame ever made in Israel for Nestle
- [Disky](#) - Action-Arcade iOS game, top 20 free games in USA, featured in China
- [May Quest](#) - Adventure Game based on Video Streaming
- [Garage Pro 3D](#) - Auto shop themed social game with over 100,000 Monthly Active users

And Many more...

Each game developed by the studio is uniquely designed to suit its target audience and to accommodate its promotional messages.

We are experts in taking an idea, whether it be our own or our partners' and offer a full game development solution: from Concept phase, Game Design, through Production, to Game Launch and Maintenance.

Playful Shark is part of **Jivy Group**, a boutique outsourcing software house with **the best minds from Israel Army Intelligence forces**, together we bring a turn-key solution for both technological, creative and production aspects of digital development.

Our joined forces have developed many projects, including:

- **Second Screen technology** for [Visiware](#), which syncs your tablet/ smartphone to your TV and enables endless opportunities to engage with the consumer
- **Market Madness** - **the only Facebook trading game** allowing you to trade on real market data

Main Mission

- We are seeking collaborations with **ad agencies** connected to interesting **brands** and/or **TV franchises**, which understand the benefits of Video games as a medium to promote their messages.
- We are seeking collaborations with **publishers or partners**, especially those who are interested in the field of **edutainment and games for thinking kids**.

Collaboration Sought

- Ad agencies, especially emphasis on interactive agencies (digital advertising)
- Marketing Mangers of big brands (food & beverage, fashion, automotive, telecommunication...)
- TV franchises (MTV, Nickelodeon etc.)
- Publishers in the field of edutainment and games for thinking kids.

Unique Differentiators

- We have vast experience in game development, well established teams with over 7 year experience
- We bridge deep marketing understanding with gaming knowledge
- Full solution including unique technology development



TabTale

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About our Company

TabTale is a creator of interactive books, games, and educational apps that kids and parents love. With a proprietary platform made for rapid development of high-quality content for smart devices, TabTale has released over 250 apps for children on iOS, Android and Windows devices and has achieved over 300 million downloads. Founded in 2010 and headquartered in Israel, TabTale is a global company with operations in over five countries.

Main Mission

The North American markets is the company's main market, with around 50% of consumers (our overall user base is 25 million monthly active users). In these markets we seek strategic partnerships with small private (=“indie”) game studios, with family brands (as IP licensors and as advertisers through our ad network), leveraging current new distribution channels and seeking new.

Collaboration Sought

License / affiliation / M & A / Publishing with -

- Family brands – for example advertisers and/or their digital ad agencies, and IP Licensors (for example, kids brands)
- Distribution channels- for example OEMs and application stores (Apple, Google, Amazon, Windows)
- indie game studios
- SME game companies
- Media outlets (PR opportunities news coverage)

Unique Differentiators

Rapid development of high-quality content for smart devices

For further reading - <http://www.fastcompany.com/3027418/most-creative-people/tabtales-strategy-for-creating-best-selling-apps>

Business Benefits

Reaching 25 million monthly active users (and growing), big data and smart analytics tools

Company References & Strategic Partners

- Amazon
- Driver Digital (online game developer)
- American Greetings (licensor)
- Tactile game studio
- Microsoft - <http://venturebeat.com/2014/04/04/tabtale-takes-its-popular-kids-apps-to-windows-8-exclusive/>

Company references / Main partners / Investors:

- Qualcomm
- Magma - <http://techcrunch.com/2013/11/07/with-220m-downloads-and-12m-from-qualcomm-magma-tabtale-is-quietly-becoming-one-of-the-top-childrens-app-makers/>



TROPHiT

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www.trophit.com

About our Company

TROPHiT is not an ad network. It is a patent-pending technology that helps your great games get discovered and boost their UA performance, by distributing in-game item vouchers over your existing ad networks. No additional SDKs required, no additional ad network integration required, and you can start using TROPHiT for free – right now.

Main Mission

“Help great games get discovered”, using the power of TROPHiT technology to boost their User-Acquisition performances on their existing ad-networks campaigns by promoting in-games items as “Free Vouchers” leverage the power of “added value” to immerse users further into their game. We build TROPHiT with no need for SDK (Server-side-solution) and with 100% transparent with the networks, to support best ROI results both re conversions and for valuable user-quality metrics.

Collaboration Sought

Mobile Games Companies (F2P games) who runs UA campaigns

Unique Differentiators

- Patent pending (No competitor with such solution/technology)
- No SDK, No ad-network integration required
- Supporting the “second app economy” 5B\$ (2013) revenue income of F2P games

Business Benefits

- No ad network integration impact, TROPHiT is 100% transparent to your ad networks
- Positive impact on user-quality indicators (session length , retention etc’)
- Supports all major tracking providers
- Self-service dashboard
- Highly secure redemption process: encrypted communication, authentication, integrity verification and fraud countermeasures

The company’s main Goals and objectives at Casual Connect & North America Mission

Meeting leading mobile games companies introduce them with TROPHiT boosting UA technology

Company References & Strategic Partners

All games that do UA campaigns



Upopa Games Ltd.

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www.upopa.com

About our Company

Upopa Games creates unique and innovative games, in a mission to establish an original recognizable brand in the various app stores. Upopa Games Ltd. is a privately held mobile games company, founded in August 2013. The company founders are industry veterans of Companies like Google and Moon-Active, Creator of the game Bitter-Sam, (23rd in overall USA App store and 11th in Games category). We currently have four titles under development, and **two games in the iTunes Store and Google Play**: “Hopeless: The Dark Cave”, and “Hopeless: Space Shooting”, reaching over one million users zero marketing budget.

Main Mission

We live and love games. We have the abilities and the tools to take off, and we have successfully launched our first two games. Now, it's time to rule! Upopa is looking for a seed investment to grow into a major player in the mobile games market.

Collaboration Sought

We are interested to meet and collaborate with major companies in the mobile games industry, in order to combine our unique abilities with the marketing support of larger gaming companies. Allowing our games to reach greater, even more varied audiences is vital to our future development. For companies looking to get into the mobile games market, Upopa can lead the way by creating games that stand out.

Unique Differentiators

The mobile games market is flooded with many “Me Too” games. Mobile gamers are intelligent consumers who are constantly on the lookout for new and exciting games.

Upopa's advantage is placing creativity and innovation at the core of our work, focusing on games with a deep level of engagement, while remaining light and entertaining.

Business Benefits

Our in-house work process and set of tools allows us to control all aspects of game development and deliver an original and highly polished product, in a way only much larger companies are capable of, in a fraction of the cost and time.

We are extremely proud of our good ratings, wonderful PR, great contacts, and mostly happy that the crowd loves us!

The company's main Goals and objectives at Casual Connect & North America Mission

Upopa's primary goal in Casual Connect is to search for potential investors. We are aiming for an Investment of 500,000\$. Terms of investment to be discussed upon relevancy.

Funds will be used to hire three more employees, enabling us to boost production rate and meet our goal of releasing six games in the coming year.

The secondary goal is to introduce our capabilities to significant industry players and create two way communication channels towards future collaborations.

Company references

[Android Police](#)

[Pocket Gamer](#)

[The Guardian - Best Android apps](#)



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