

## **Stryking completes funding round with True Global Ventures and Investitionsbank Berlin**

*1.3 million Euros for development and market-entry of innovative marketing and monetization solution for online and mobile games*

*Berlin, 16th July 2013* – The Berlin-based start-up Stryking Entertainment has completed its first financing round with an early stage investment by the Super Angel Fund True Global Ventures and a project funding by Investitionsbank Berlin (IBB) via its *Pro FIT* program as well as an additional investment of founders and existing shareholders. The complete amount of 1.3 million Euros will be used to further develop and launch *nspyre*<sup>™</sup>. The new technical solution and service enables developers and publishers of free-to-play games to sell real products next to virtual goods within their in-game shops and to integrate consumer brands as part of the gameplay.

“Hundreds of millions of people play free-to-play games every day but only 5-10% of all users spend money, so it’s a huge challenge for games providers to monetize their games and to recoup their production, operations and marketing costs. Stryking’s *nspyre*<sup>™</sup> solution offers new incentives and real value for players thus giving game publishers the chance to monetize 100% of their users. That’s why we believe that Stryking’s approach will be game changing for the industry. We are pleased that Stryking has already as of July 2nd signed-up the award winning online football game *I am Playr* giving the company a strong start”, comments Dušan Stojanović, awarded in May 2013 as the European Business Angel of the Year by EBAN and founder of True Global Ventures.

Stryking actively works as marketing partner and co-publisher for the free-to-play games *I am Playr* and *Auto Club Revolution* in the German-speaking regions. *I am Playr* is an award-winning football game that lets the user play the life of a professional footballer, both on and off the pitch and already has successfully established brand partnerships with major consumer brands including Nike, Red Bull and Gillette. *Auto Club Revolution* combines a high-end racing experience with social features and authentic atmosphere by collaborating with more than 100 leading car brands and manufacturers worldwide.

Stryking's new technology and service *nspyre*™ with its first module, *nspyre commerce*, offers a shop-in-shop solution which provides the opportunity to sell real products in free-to-play games by implementing an API. The solution offers contextually fitting products to the users who enter the in-game shops and also provides delivery and logistics of the product as well as all other necessary after sale services. In the upcoming months, further functionalities will be added such as advanced targeting options as well as sponsoring, advertising and product placement opportunities for brands.

"We are glad that both True Global Ventures and IBB support our business approach and our team in that early stage with their investments but also their complementary experience and networks. Our product *nspyre*™ will be presented to the public for the first time at GamesCom in Cologne in August and launched with its first module *nspyre commerce* soon after the event. With the investment of our partners, we now will speed up development and roll-out in the upcoming months", explains Dirk Weyel, founder and CEO of Stryking Entertainment.

#### **About True Global Ventures**

True Global Ventures is a unique, international, super angel fund formed by more than 30 of the world's leading technology entrepreneurs-turned-super angel-investors. Its network consists of more than 350 high tech investments in Sweden, France, Germany, US and China realized prior to forming True Global Ventures. It leverages these personal networks and expertise of its founders to support and accelerate the next generation of superstar companies. It exclusively invests in serial entrepreneurs with global ambitions within the internet, mobile and software sectors in Berlin, Stockholm, Paris, SF-Bay Area, New York, Shanghai, Beijing and Hong Kong.

Prior to Stryking, True Global Ventures has invested into Sharespost (Silicon Valley), 4GSecure (Paris acquired by SCCP in Singapore), Polyspot (Paris), Musicxray (New York), Yatedo (Paris), DAD Asia (China) and Bountysource (Silicon Valley)

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#### **About Stryking Entertainment**

As a partner to developers of high-quality free-to-play games and through the combination of the real and virtual worlds, Stryking offers innovative marketing and monetization solutions. With the help of a proprietary technology Stryking integrates e-

commerce, advertising and sponsoring functionalities in free-to-play games and makes them commercially successful. Founder and CEO Dirk Weyel has 15 years' experience in the games industry, most recently he co-founded and built Frogster Interactive Pictures AG, where he was as a member of the Executive Board and COO responsible for Strategy and Business Development until Frogster was sold to Gameforge in 2011.

Stryking will be exhibiting at this year's GameCom in Cologne from August 21<sup>st</sup> – 25<sup>th</sup> at Hall 4.1, Booth B31/C30. For more information and meeting inquiries, please contact Dirk Weyel via [dirk.weyel@stryking.com](mailto:dirk.weyel@stryking.com).

[www.stryking.com](http://www.stryking.com)

### **About Investitionsbank Berlin**

Investitionsbank Berlin (IBB) is the business development and promotion bank of the Federal Land of Berlin. With its newly orientated business development and support policy, it is actively helping Berlin to become established as a centre for business and industry.

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