



***nspyre commerce* brings real fan products for real fans  
in online football game FANPOWER®**

*Berlin, January 30th 2014* – The Berlin-based start-up companies Stryking Entertainment GmbH and YoYo AG cooperate in order to offer real products for real fans in the free-to-play online football game fanpower.com via Stryking's new monetization solution *nspyre commerce*. FANPOWER® is the only official licensee of DFL Deutsche Fussball Liga GmbH in the MMO space, which manages the rights of Germany's premier football league BUNDESLIGA and its clubs as licensor. FANPOWER® is a football related online games platform. Its aim is to incite fans of competing Bundesliga clubs to play football related mini games thus helping their clubs to gain online visibility and to finally beat the rivaling fan groups. The monetization scheme is based on huge online traffic and enhanced conversion rates due to pre-existing fan rivalries as well as intelligent ad inventory and prominent sports testimonials.

With Stryking's in-game e-commerce solution *nspyre commerce*, the users of fanpower.com gain the chance to purchase special bundle packages consisting of real products such as individual fan t-shirts and premium virtual currency which can be used within the game to buy in-game items. "Bundling real products with virtual currency is a brilliant tool to improve conversions, as it generates additional awareness and helps optimizing pricings and improving the main KPIs", says Christian Daudert, CEO and founder of yoyo, who also created the game.

"With fanpower.com we have found the ideal launch partner for *nspyre commerce* because we share the idea to provide the best possible entertainment experience for the users by offering them cool gameplay plus extraordinary goods to purchase in the shop. Our bundle packages will often contain exclusive products such as individualized merchandise or even 3D prints of stars or in-game characters which can't be purchased somewhere else. Together with the premium in-game currency, those bundle packages will have very attractive price points and



therefore motivate the users to regularly come back to the game and, even more important, to the shop”, explains Dirk Weyel, Founder & CEO of Stryking Entertainment.

Stryking's unique technology can be used in free-to-play games with an easy-to-integrate SDK which makes sure that the game and the *nspyre* backend can communicate. All real products and bundle packages are being managed and configured in the *nspyre* backend and the *nspyre* team also takes care of all necessary logistics, so that the game developer doesn't have any additional efforts.

yoyo currently works on mobile and Facebook versions of fanpower.com and plans to roll-out the platform on an international scale by adding other professional football leagues and later on other sports leagues.

More information on [www.fanpower.com](http://www.fanpower.com) and [www.nspyre.net](http://www.nspyre.net).

#### **About Stryking Entertainment**

As a partner to developers of high-quality free-to-play games, Stryking offers innovative marketing and monetization solutions by connecting the real world with virtual games in a unique way. With the help of its proprietary technology *nspyre*, 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 the company has been acquired by a competitor in 2011.

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

#### **About YoYo AG**

yoyo was founded in February 2012 as a service provider for brands and clubs in the fields of professional sports who aim at improving the monetization of their online fan base. Its founders are seasoned private equity and venture capital experts, former sports professionals, game designers and programmers. The company is based in Hamburg and Berlin, Germany. Its gaming platform FANPOWER.com is the one and only official licensee of DFL Deutsche Fussball Liga GmbH, which manages the rights of Germany's premier soccer league BUNDESLIGA and its clubs as licensor.

[www.yoyo.ag](http://www.yoyo.ag)