CAMLANN

Video game release as a service

What is Camlann?

An AI-powered video game release and distribution operating system. Vertical martech for gaming. Specifically engineered to help independent PC & console studios succeed.

The Problem

Independent video game studios spend an average of $400,000 to develop a game, but rarely see a return because they lack effective marketing and promotion

98% of commercially released games fail.

This is because they don't target the correct users, don't utilize correct marketing channels and waste money on advertising that doesn't convert

The Solution
A Game Release Operating System

01 AI-optimized deployment to Steam, Epic & GOG distribution partners

02 Automated, hyper-targeted drip campaigns to press, festivals and influencers

03 AI-powered paid advertising optimization

04 Self-service game distribution framework

05 Release & digital storefront management tools & automations

CAMLANN GAMES

Competitive Advantages

	CAMLANN	Freedom Games	Devolver Digital	Raw Fury	Playway
Studio Favorable Terms & Pricing due to lower cost structure vs. competitors	30% Rev Share	40% Rev Share	50% Rev Share	50% Rev Share	50% Rev Share
Automated PR Distribution	●				
Automated Ad Content Creation and Ad Optimization	●				
Proprietary Steam Data to "gatekeep" high demand game signings	●				

Market Size

350,000
Games published across all marketplaces by independent studios (including mobile)

X

$25,000
ACV

=

$8.75B
TAM

50,000
PC & console games published across all **PC & console** marketplaces by independent studios that we target today before expanding into additional gaming platforms

X

$50,000
ACV

$2.50B
SAM

CAMLANN

Revenue Model

Subscription

$200/mo
Per Game

AND

**Game
Rev Share**

30% of Net
Game Sales

Current Traction

Underspace
**25k Month 1
Unit Sales**

Birth of Cultures
**70k
Wishlists**

- **36 games on 5-yr contracts**
- **$240K+ in 2024 YTD combined subscription & rev share revenue**
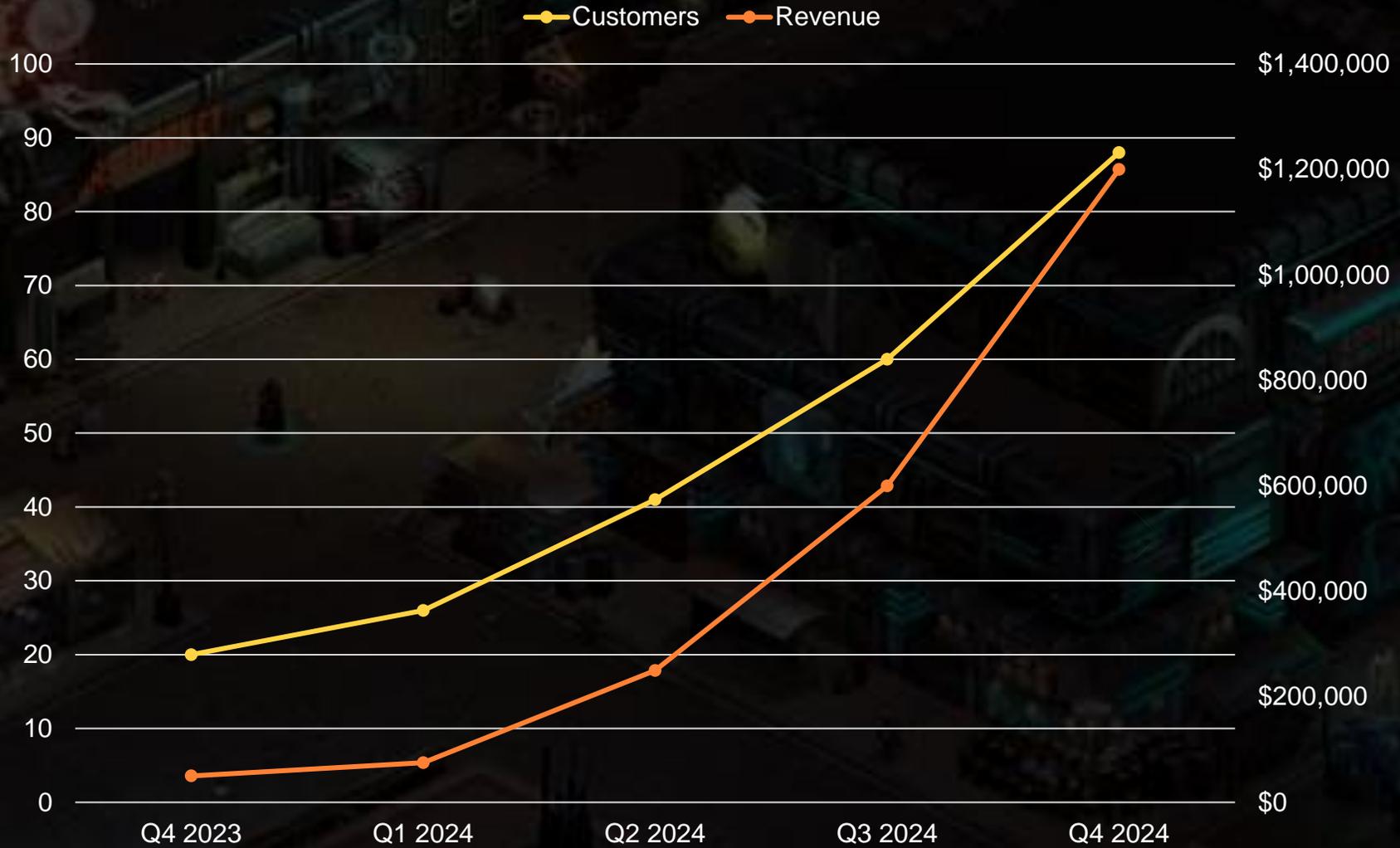- **$1M+ in 2024 projected combined subscription & rev share revenue**

Ascent of Ashes
**205k
Wishlists**

Dungeons & Kingdoms
50k Wishlists in 2 weeks post announcement

Growth Trajectory

Customers · **Revenue**

Why Now

- New technologies are reducing cost, increasing velocity and improving quality of game development
- Gaming market today is large ($250B). And ever growing (est. $350B by 2028)
- Popularity of indie is growing - indie games make up nearly half of all units sold on Steam, up from 40% end of 2021.
- Steam reported a 17.8% growth in total game revenue from 2022 to 2023, showing that PC & console were on the rise again after a post-pandemic flattening
- Large studios and publishers are shedding top talent. Opening the door for small studios from big names to form in the wake

Slava Heretz

Founder & CEO

2x founder w/profitable exit – tech enabled "growth" agency for tech startups

Previous customers saw average 4x ROAS and 75% YoY revenue growth

Passionate data nerd and gamer

Eddie Espinosa

Technical Co-Founder & CTO

Deep tech stack
AI/ML trained
Google, Meta & TikTok Ads API & scrips developer

Powerhouse leader

Alessandro Cossidente

PR, Influencer & Content Advisory

Industry veteran with Raw Fury & Critical Reflex

Has overseen 10m+ game sales in his career

Simon Carless

Game Discovery & Product Design Advisory

Game developer and founder of the definitive Steam data platform gamediscover.co

Has worked with more than 100 publishers and independent studios to elevate their launch, release and distribution

Raising: $1,500,000

	Product	Customers/Revenue
Q4 2024 Milestones	o **25% COGS reduction** o **50% customer onboarding cost reduction** o **Full distribution partner adoption and engagement in-platform**	**50+ customers @ $1,000,000 combined subscription + rev share 2024 revenue**