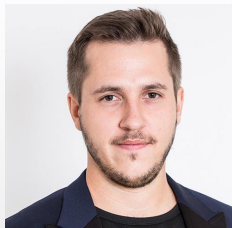




FROGSONG
STUDIOS

The Team



Stefan Jonsson, CEO, Designer & Founder
Level design teacher at The Game Assembly



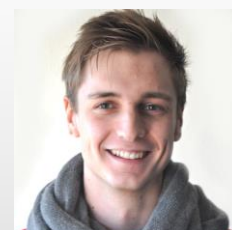
Olle Lundahl, COO
Founder & Developer Relations at Canwz AB
Founder & CEO at Redgrim AB
Business Developer at Gameport
Founder & CTO at Spelgrim AB



Anders Thelin
Art Lead, Founder







Jonathan Gard
Art Lead, Founder



Mattias Lindblad
CTO, Founder

Additional team members

-  Kristoffer Olsson, Programmer
-  Andreas Broqvist, Programmer
-  Patrik Antonescu, Artist
-  Maciek Dobrowolski, Composer & SFX

The Problem

- A rapidly changing market
- A young industry
- Highly competitive space
- Highly creative and technical



FROGSONG
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Our Advantages & Solution

- **A rapidly changing market**
We anchor our business in other industries
- **A young industry**
Always be ready to pivot
- **Highly competitive space**
Survive multiple 'failed' game launches
- **Highly creative and technical**
Keep the balance between deadlines and creative freedom



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Spellsworn

- **MOBA Brawler**
 - The studio's debut game developed in Unreal Engine 4
- **Budget**
 - € 300 000 (Self-funded)
- **Important lessons**
 - Building complex networking features
 - Running a game as a live-service
 - Importance of building a community over time

Released on Steam (March 13 2018)

Early-Access Revenue	€ 22,000
Life-time Unique Players	170,000



Past & Current Clients

○ Game Industry Clients

- Tarsier Studios (Little Nightmares, Unannounced project)
- Landfall Games (Stick Fight: The Game, Totally Accurate Battlegrounds)
- Apoapsis (Airport CEO)
- UsTwo (Monument Valley)

○ Projects in other fields

- Digital product showcases
- Various simulators
- Serious games





Effect & Testemonies

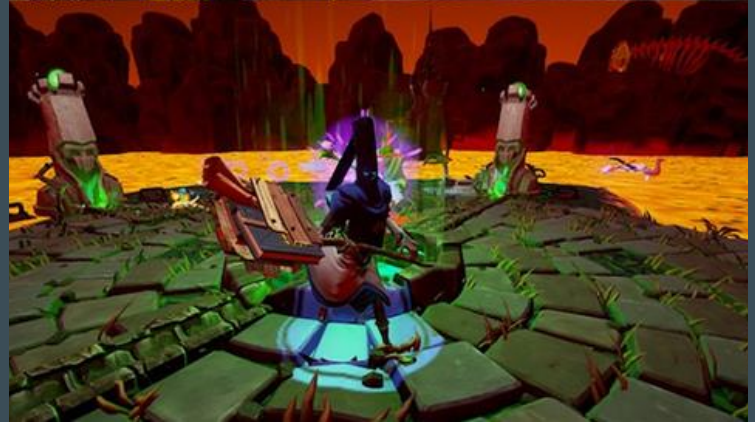
- **Stick Fight: The Game**
After working on Stick Fight, new reviews on Steam went from Mixed to Very Positive





Our Markets

- **Consult work in the gaming industry**
Contributing with a high performing, highly creative developer team
- **Consult work in other industries**
A growing section of adjacent markets are seeing the upside of using interactivity and the games medium as a tool for increased brand visibility, employee training and prototyping future investments in fully interactive digital environments.
- **Direct sales & long tail**
Our goal is to keep releasing games to increase sales and to build our long tail



Our Competition

- **Younger indie studios**
We know what they have yet to learn
- **Published game studios**
They don't do work for hire
- **We are experienced**
We can quickly assess what we can do to increase the value of existing or coming products and brands



Our Business model

- **We don't aim for the one hit wonder**
We aim for consistent quality over a long time.
- **Long term partnerships**
We focus on long-term relations to build a sound and financially viable studio
- **Never all eggs in the same basket**
Always support our economy with multiple revenue streams
- **A Marathon mindset**
We are not in it just for our next game but for our next 5-10 games



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STUDIOS



Our History

- **Founded in 2014 in Malmö, Sweden**
Currently in early stages of our second game
- **Self-funded through consulting**
€ 310 000 turn-over
- **Member of Game Habitat**
A games industry organization



- **Our games:**
 - Online multiplayer-games
 - Game as a Service-business model
 - High-fidelity indie-games
- **Future games:**
 - Shorter production cycles
 - High-fidelity indie-games

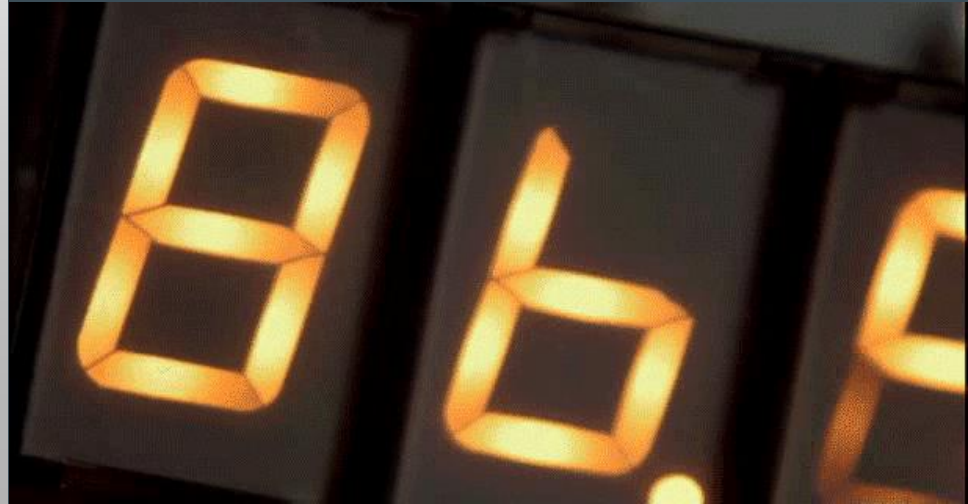
Our Future

○ Goals

- Become one of the leading AA studios in the Nordics
- Grow to 15-20 headcount
- Self-sustained through sales by 2024
- Release every 2nd year



FROGSONG
STUDIOS



Contact Information



Frogsong Studios AB

Torggatan 2

211 40 Malmö

Sweden



Stefan Jonsson

CEO

+46 (0) 736 90 89 41

stefan@frogsong-studios.com



Olle Lundahl

COO

+46 (0) 735 51 79 57

olle@frogsong-studios.com

