

# GROUND

## 글로벌 게임 마케팅 서비스

*We build global game playtesting and marketing service empowering game companies to effectively develop games, facilitate business deals and successfully launch in most fit targeted regions*

430,000+

Gamers  
Worldwide

20,000+

Quality Testers for  
Open Playtests

1,000+

Professional Testers for  
Private Playtests

16,000+

Discord Community

570+

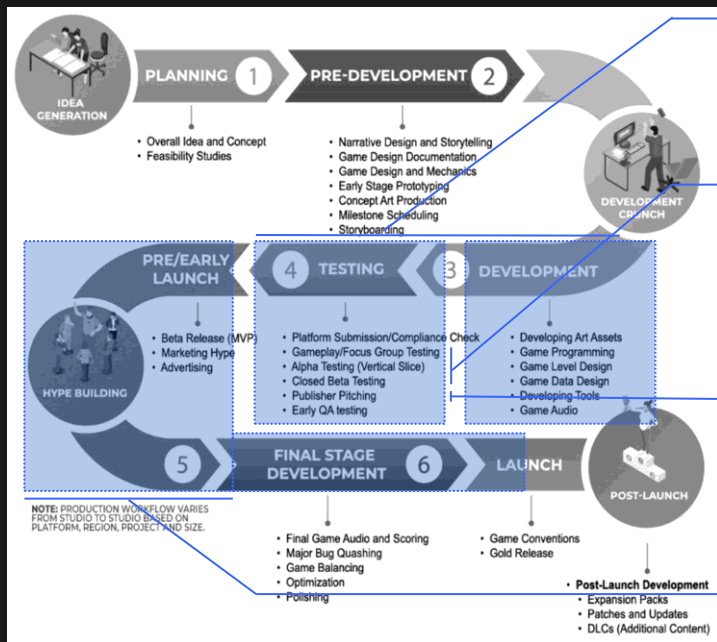
Game Tests

(60+)

(Focus Group Test)

- 1) G.Round Overview
- 2) G.Round Gamers
- 3) Service Guide
- 4) MKT(Launch Marketing)
- 5) CBT(Competitive Beta Test)

게임 성공 가능성이 5% 미만으로 굉장히 낮은 편인데 1) 투자판단 근거 부재로 게임제작 비용 확보 어렵고 2) 적정 글로벌 테스터 힘들고 3) 빈번한 퍼블리셔 런칭 실패 4) 비효율적인 마케팅 등 요인에 기인하고 있습니다.



- **Hard to raise funding for game production**
  - ✓ Lack of investors who are willing to invest in games
  - ✓ Lack of clear decision-making criteria
- **Difficult to find ideal testers worldwide**
  - ✓ No clear idea of where to find these testers or which regions to target
  - ✓ Costly and ineffective to get this done via local research firms
- **No longer a silver bullet to work with publishers**
  - ✓ Hard to find and close publishing deals
  - ✓ Publishers also suffer from low rate of success
- **Ineffective game launch marketing**
  - ✓ Very difficult to build community before launch
  - ✓ Lack of awareness regarding target regions and user locations

G.Round는 출시 전 게임에 대한 마켓 노출과 얼리어답팅 게이머 및 프로페셔널 테스터들로부터 건설적인 피드백을 제공하는 글로벌 유저 커뮤니티 기반 게임 테스트 및 마케팅 플랫폼입니다.



**“Quality Playtesting and Ideal Marketing for a Successful Launch”**

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Worldwide

**20,000+**

Quality Testers for  
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Discord Community

**570+**

Game Tests

**(60+)**

(Focus Group Test)

**Playtest (OPT/FGT)**

*with High Quality Gamers in public or private environment*

**Marketing (MKT/CBT)**

*with PR & Media, Macro/Micro Influencers and Active Gamers*

- **FGT (Focus Group Test)** for deriving in-depth insights and finding technical issues
- **MKT (Marketing)** for supporting game launches in ideal markets
- **CBT (Competitive Beta Test)** for building communities

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GROUND

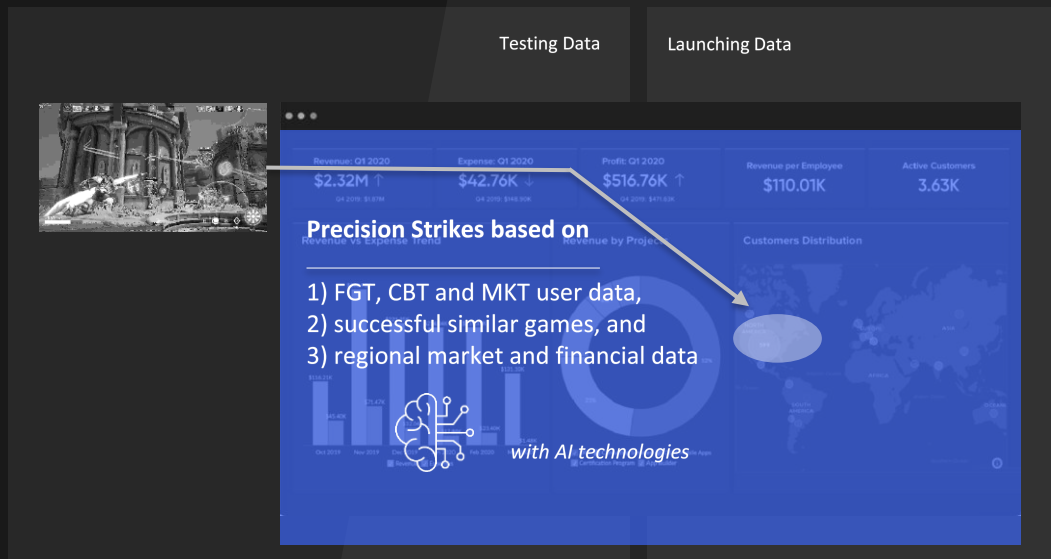
<https://gameround.co/>Palantir *for Games*

G.Round는 게임제작 단계에서 글로벌 유저 테스트를 통해 수집한 데이터와 AI 분석 기술을 접목하여 게임 개선 포인트와 성공 가능성이 높은 출시 지역/유저를 찾는 '정밀 타격 인사이드' 제공하여 게임의 성공적 런칭을 돕는 서비스입니다.

**“Quality Playtesting and Ideal Marketing for a Successful Launch”**

### AI analysis technologies

- ① Review Translation
- ② Review Summary
- ③ Sentiment Analysis
- ④ Review Extraction from Videos
- ⑤ Plagiarism Detection
- ⑥ Fake Review Detection
- ⑦ Business Intelligence



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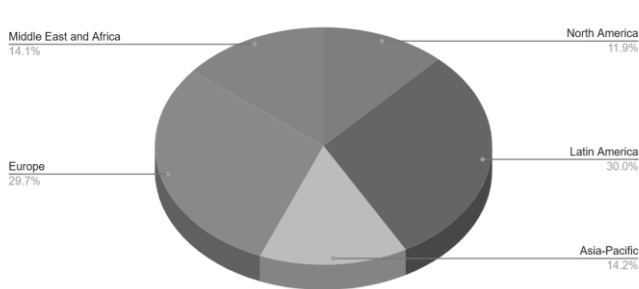
G.Round가 보유 중인  
 약 43만명 유저 중 약 2만명은  
 적극적으로 게임 플레이 및  
 피드백을 제공하는 열정적인  
 게이머로,

게이머 정보는 우측과 같습니다.

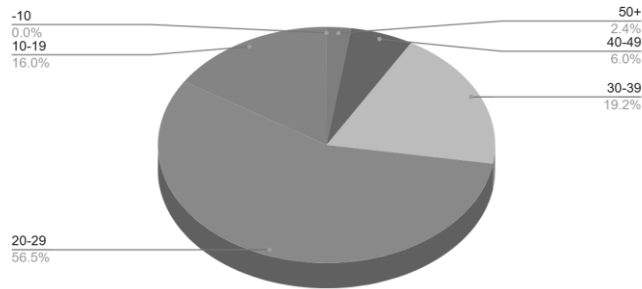


# 20,000+ Quality Gamers for Marketing

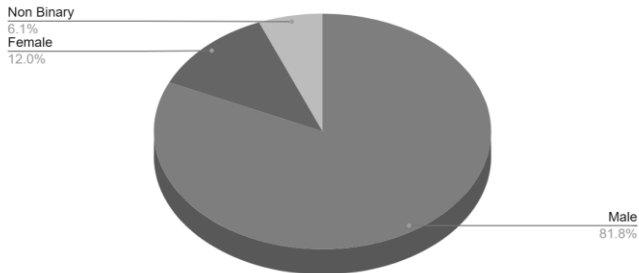
REGION DEMOGRAPHICS



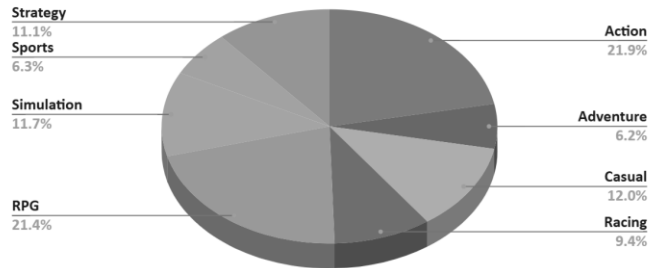
AGE DEMOGRAPHICS



GENDER DEMOGRAPHICS



GENRE DEMOGRAPHICS



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또한, 이 중 게이머들이 원하는 수준의 테스트 및 피드백을 프로페셔널하게 제공하는 1천명 이상의 전문 게이머 풀을 갖추고 있습니다.

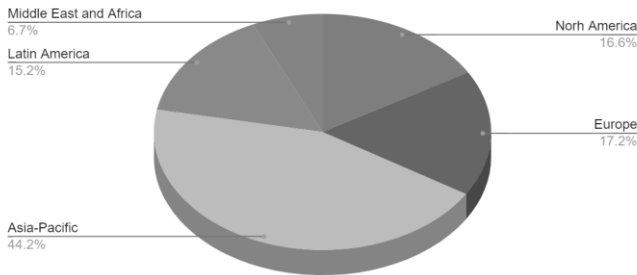
게임 출시 전 또는 출시 시 빠르게 실제 유저 반응을 확인하고 마케팅 대상 지역과 시기를 결정할 수 있습니다

전문 게이머 정보는 우측과 같습니다.

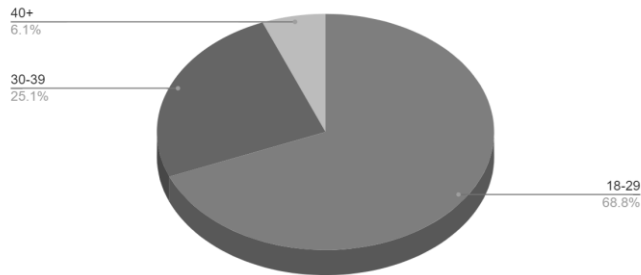


# 1,000+ Professional Gamers for Marketing

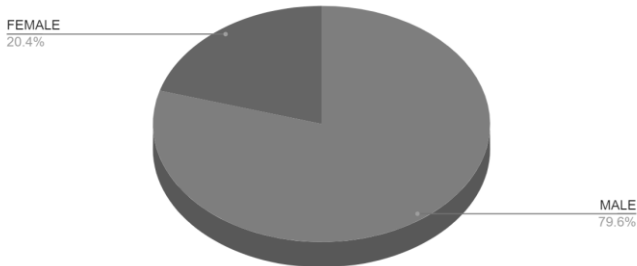
REGION DEMOGRAPHICS



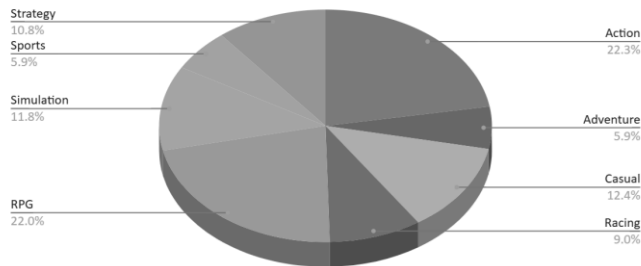
AGE DEMOGRAPHICS



GENDER DEMOGRAPHICS



GENRE DEMOGRAPHICS

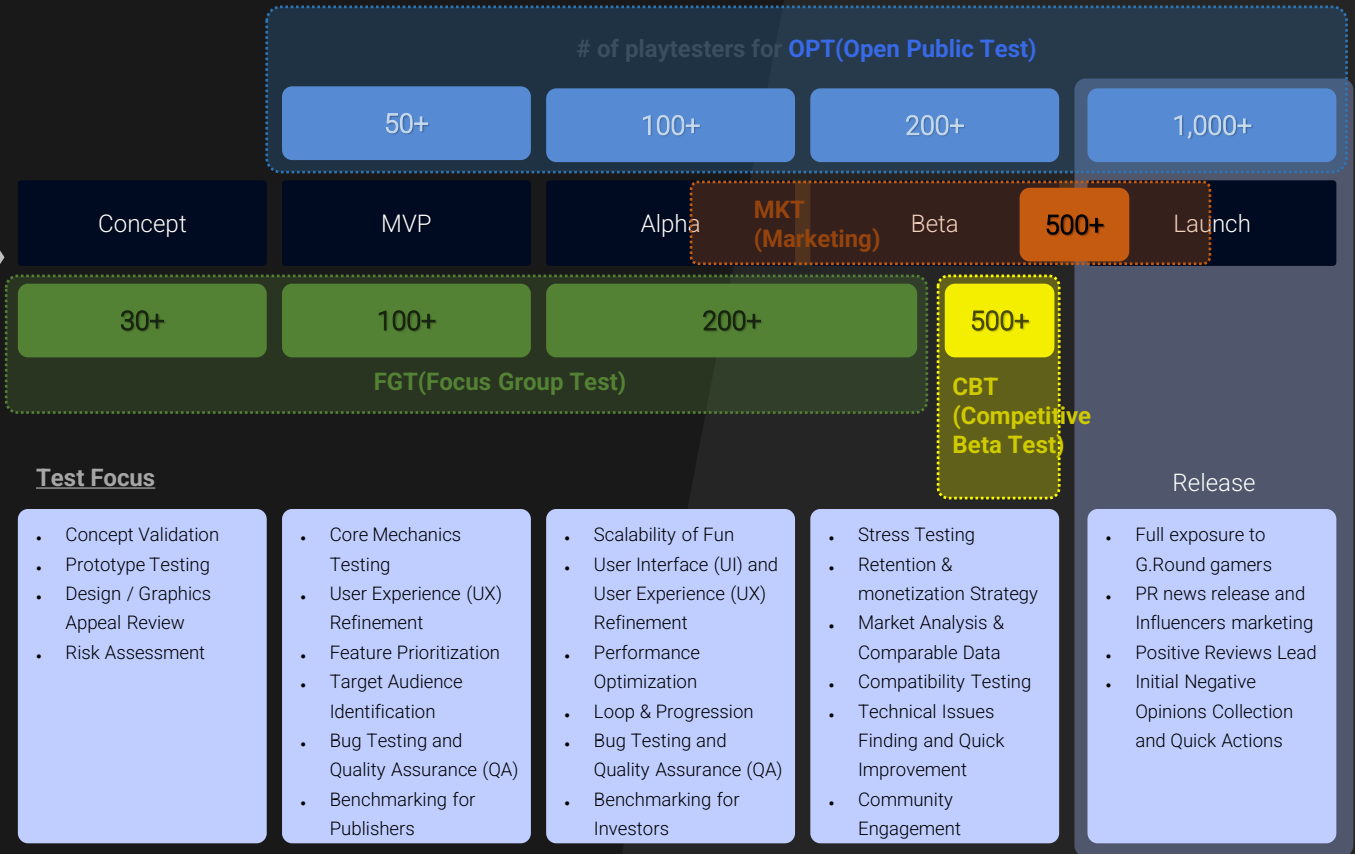


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G.Round는 게임개발 단계에 따라  
**OPT(Open Public Test),**  
**FGT(Focus Group Test),**  
**MKT(Marketing)**  
**CBT(Competitive Beta Test),**  
 4가지 서비스를 제공하고 있습니다.

이중 MKT, CBT 영역이  
 게임 마케팅 지원에 해당합니다

# G Service Guide in Development Stages and Focus





- 1) G.Round Overview
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- 4) **MKT(Launch Marketing)**
- 5) CBT(Competitive Beta Test)

G.Round MKT 패키지는

게임 런칭 시 **G.Round** 인플루언서와 게이머들을 통한 실질적 초기 **Hype**을 만들어낼 수 있으며,

인플루언서, 게이머 참여인원에 따라 **MKT Basic / Pro / Advanced** 패키지로 구분됩니다.

가격은 오른쪽 표와 같습니다.



## MKT(Launch Marketing) - Pricing

### Basic

Get the real gamer involvement at launch and enhance your game exposure thru media and influencers

- 5+ Media & Public Relations
- 2~5 Influencers Broadcasting  
20+ Micro-Influencers Involvement
- 50+ Substantial and Critical Feedback  
through G.Round + Store Reviews
- G.Round Exposure\*

**\$15,000 / Test**

### Pro

- 20+ Media & Public Relations
- 5~10 Influencers Broadcasting  
100+ Micro-Influencers Involvement
- 200+ Substantial and Critical Feedback  
through G.Round + Store Reviews
- G.Round Merchandize Rewards
- G.Round Exposure\*

**\$50,000 / Test**

### Advanced

- 40+ Media & Public Relations
- 10~20 Influencers Broadcasting  
200+ Micro-Influencers Involvement
- 400+ Substantial and Critical Feedback  
through G.Round + Store Reviews
- G.Round Merchandize Rewards
- G.Round Exposure\*

**\$80,000 / Test**

\* G.Round Exposure

- Featured Main Banner, Newsletter and Social Media Posting
- DM and Notification targeted to previous testers and target users

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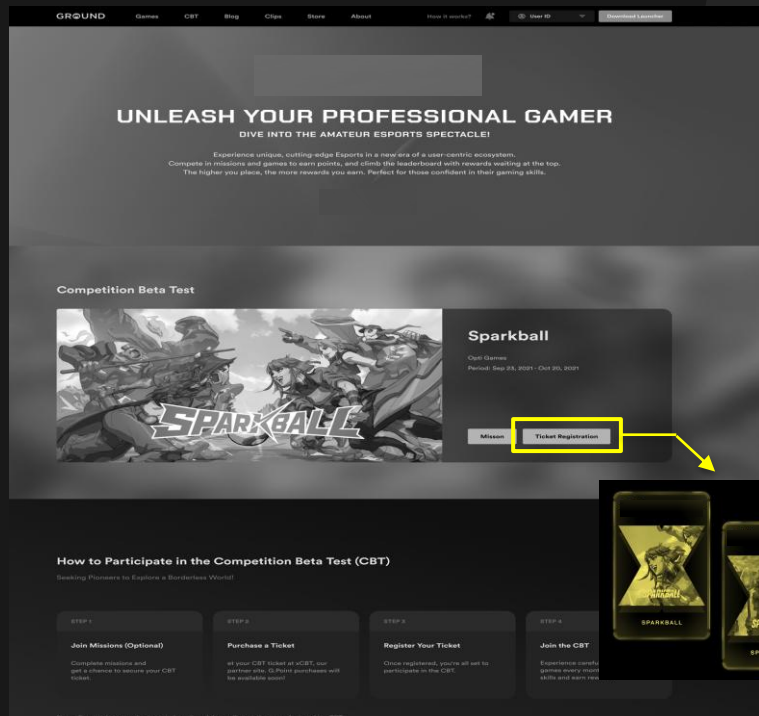
### CBT(Competitive Beta Test)는

500+명 규모 다양한 유저들의 게임 플레이, 부정적 피드백, 테크니컬 이슈 등을 최종점검하고, 게임 런칭 전 커뮤니티 빌딩을 통해 실제 게임 런칭 마케팅을 지원할 목적으로 테스트합니다.

CBT는 토너먼트 형식으로 진행하며 리더보드 상위 보상 또는 Giveaway 보상을 통해 테스터들을 동기부여 하게 됩니다



## CBT(Competitive Beta Test) - Overview



### Test Objectives

- ✓ Mock-test at launch by high-quality, enthusiastic gamers with high motivation
- ✓ Check the game running performance globally
- ✓ Detect technical, unexpected issues for final refinement
- ✓ Build your game community in advance to make hype at your game launch

- Access to **active and professional testers**
- Game Testing Period of **1~2 weeks**

- **500+** competitive beta tests
- **Substantial rewards for CBT testers**

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G.Round CBT 패키지는 500명  
기준이며 협의에 따라  
500~2,000명 진행 가능합니다.

시간 제한이 없어 리텐션 체크가  
가능하고, 유저 간 경쟁 요소를  
도입하여 플레이어들의 열정적인  
참여를 유도 가능합니다.

- \* 인원 추가 시 가격 상승
- \* 최종 견적은 논의 후 결정

테스터 인당 가격은 아래와 같습니다

- **Mobile/PC/Console :**
- \$60 (500명 기준)
- \$50 (1,000명 기준)



## CBT(Competitive Beta Test) - Pricing

### Mobile/PC/Console\*

Let's have a mock global game launch and  
check real responses from active enthusiastic  
gamers including professional testers

\*Console Game Test available with PC build

*\* Active gamer involvement guaranteed*

Additional Options

- Ranking or Tournament campaign with rewards
- Access to Data Dashboard
- Getting reviews on a voluntary basis
- FGT and Report Card (Optional)
- 1:1 On-line Interview (Optional)

Rewards for gamers \$5,000+

\$30,000+

500 pax



**GROUND**

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**End of Presentation**