

# Investing in an Informatics company - Musemantik

Anne CM Johnson [www.cunningsystems.com](http://www.cunningsystems.com)

# The story so far

- Angel investing – money from Cisco Systems stock sold at the right time
- Initial meeting summer 2009, follow-up early 2010.
- Meeting at EIE'10 – now two founders, combining business background and technology
- Investment – legals slow. Smart grant. Other SE/EIR grants
- The Pivot – refocus on indie games market after GDC
- Focus now on demonstrating traction in order to raise next round

# Team

Maciej Zurawski  
*Founder & CEO*

- PhD Informatics, University of Edinburgh
- Expert in Artificial Intelligence applications and Ontology Modelling
- Start-up experience (2 start-ups)
- Advised \$2bn company on IT strategy
- Self taught in music theory and orchestral composer

Diwakar Thakore  
*Cofounder & COO*

- 18 years international business experience including 4 start-ups mainly software development
- Strategy, marketing and business development expertise
- Initial background in finance and accounting
- University of Edinburgh MBA

## Investors and Advisors

Anne CM Johnson, Silicon Valley Angel Investor & Board member

Chris Wright, Industry Advisor (Games Industry Veteran & Founder, Games Analytics)

Prof. Nigel Osborne, Creative Advisor (Noted Composer & researcher in music/emotion)

Norman Harris, Advisor (Experienced Product Design Professional and founder, SFX)

Legal Counsel: Harper Macleod LLP.

Accounting & Taxation: Scott Moncreif

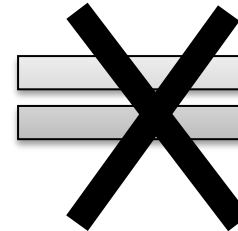
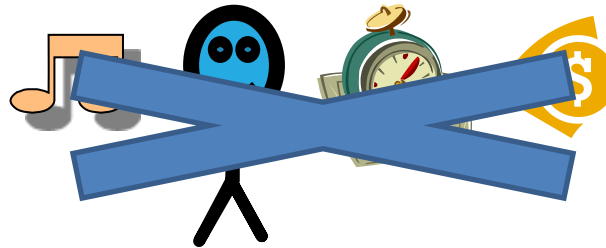
# The Opportunity

Small and medium budget games

## Problem

Lack of audio skills, team, time and money

Game with Engaging and Relevant music



## Solution

Capture creative vision using smart emotion modelling.

**Musemantik's software for music + emotion music scores**

Automatically produce engaging and relevant music.

Game with Engaging and Relevant music



Click to view demo:

<http://www.youtube.com/watch?v=FUmi6gxnp7M>

Creative Vision for a Game



Great skills in game development - story, art, animation, coding...

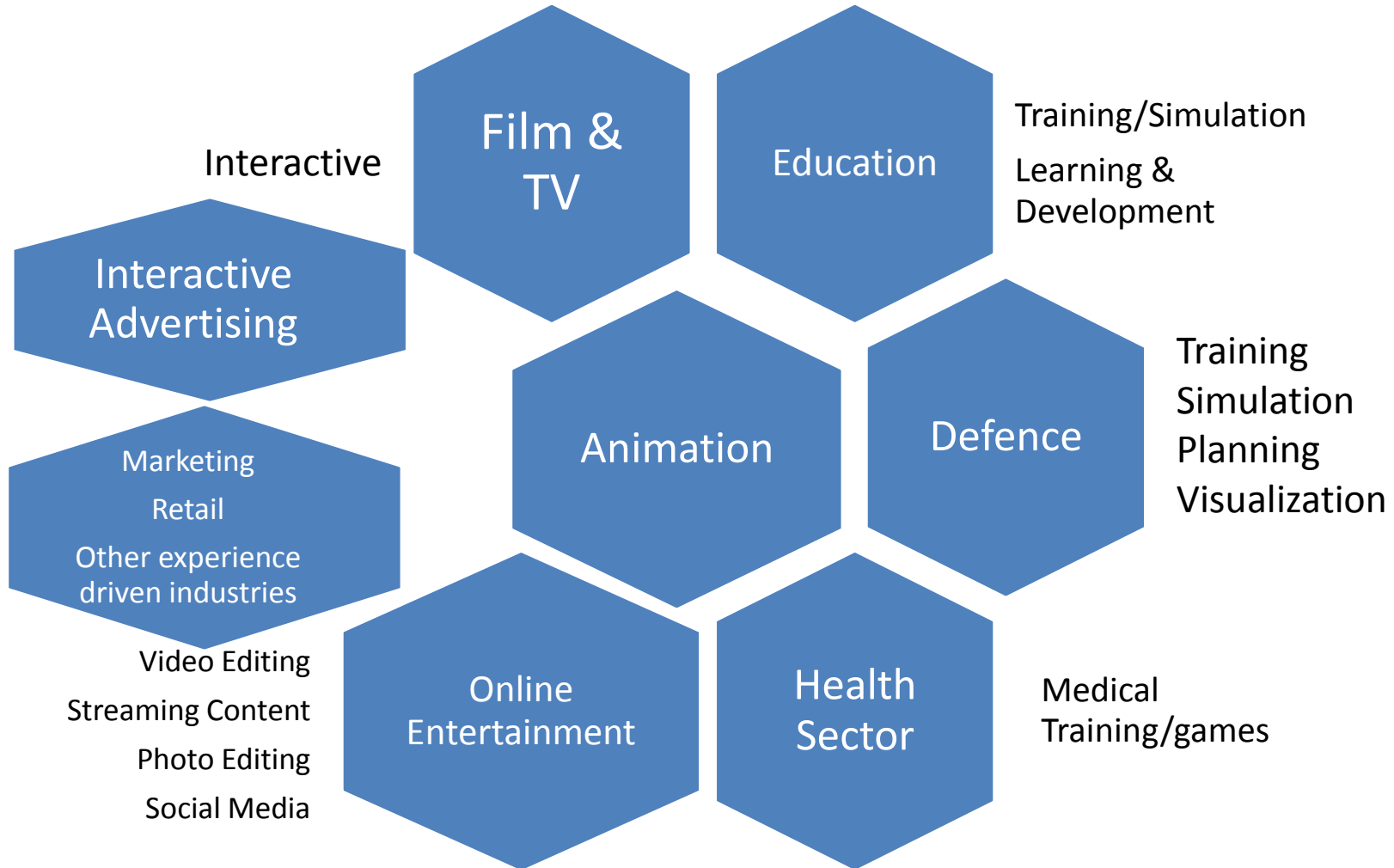
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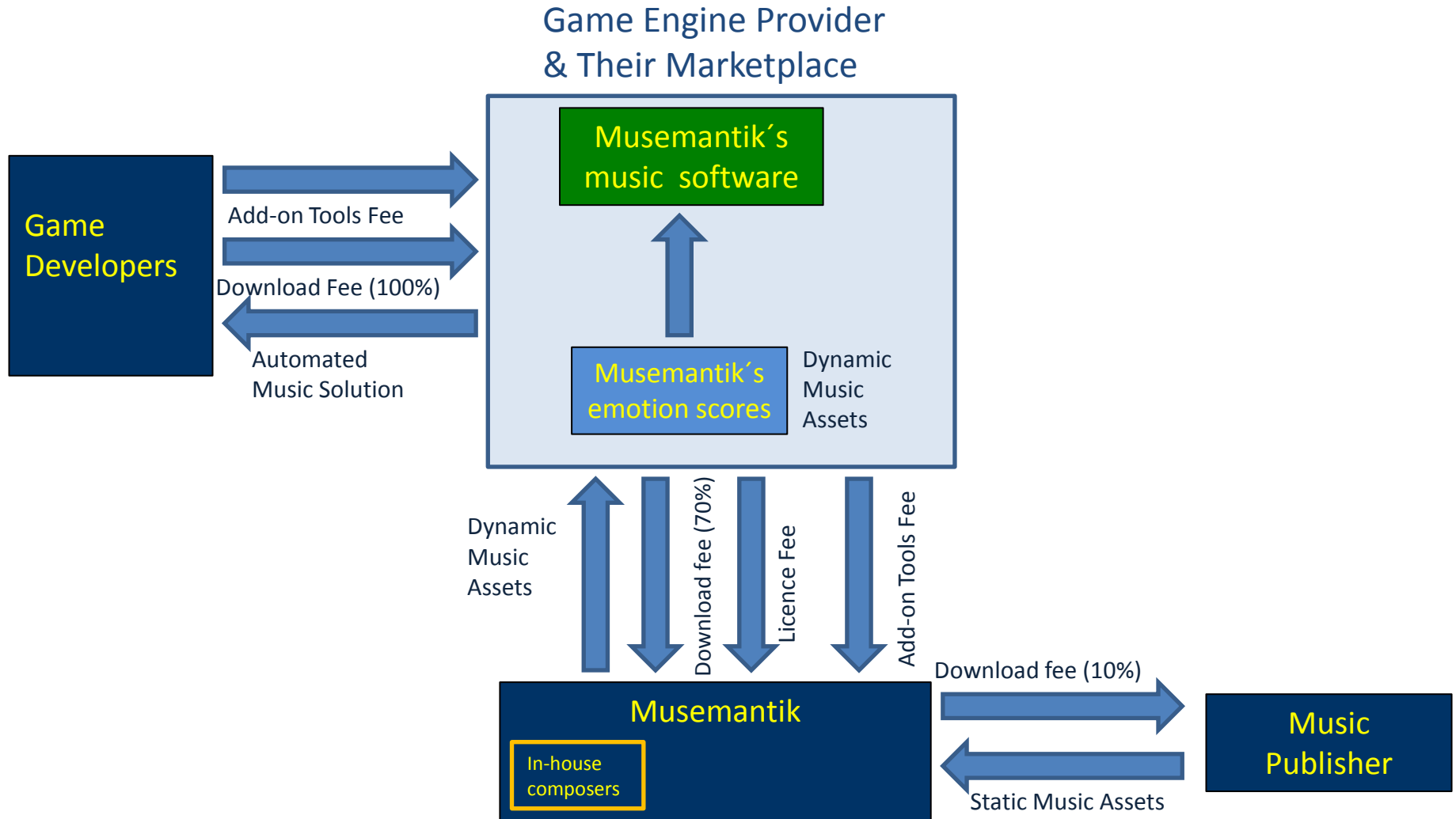
# Other Addressable Markets

Industries and Application Areas which have **profited from game technology**



# Revenue Model

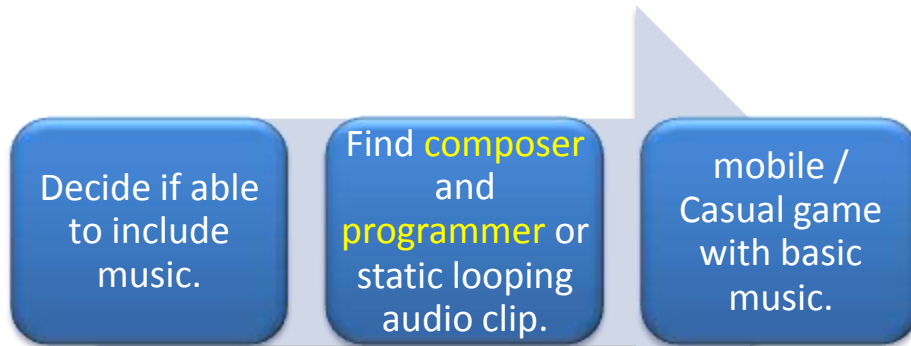
## Small and medium budget games



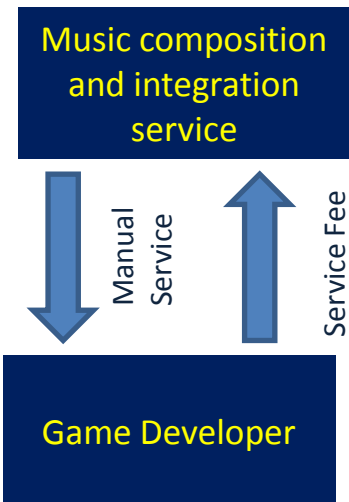
# Competitive Landscape

## Small and medium budget games

### Current Production Process and Technology

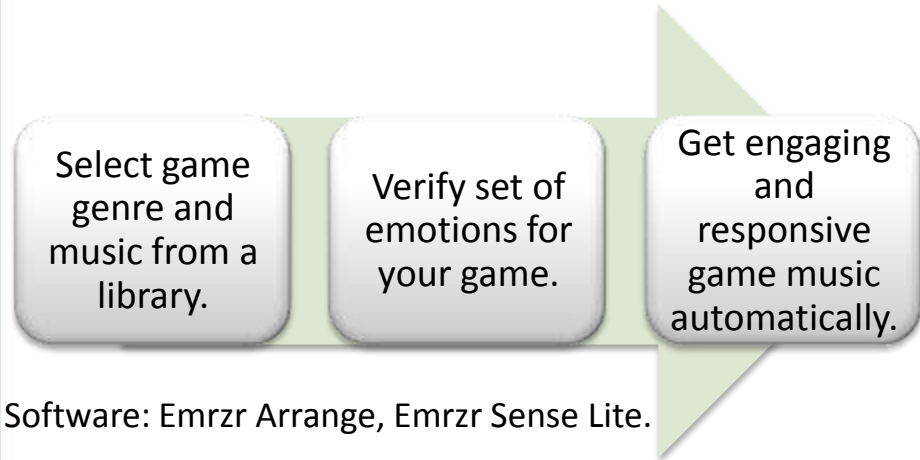


Software: FMOD, Wwise etc.

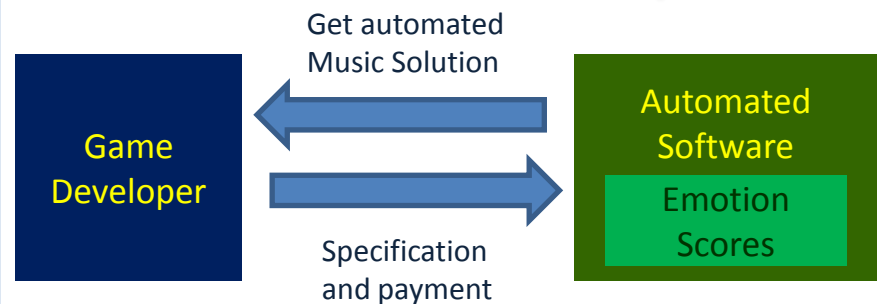


Limitation: Creating an engaging music solution is dependent on a manual service.

### New Production Process and Technology

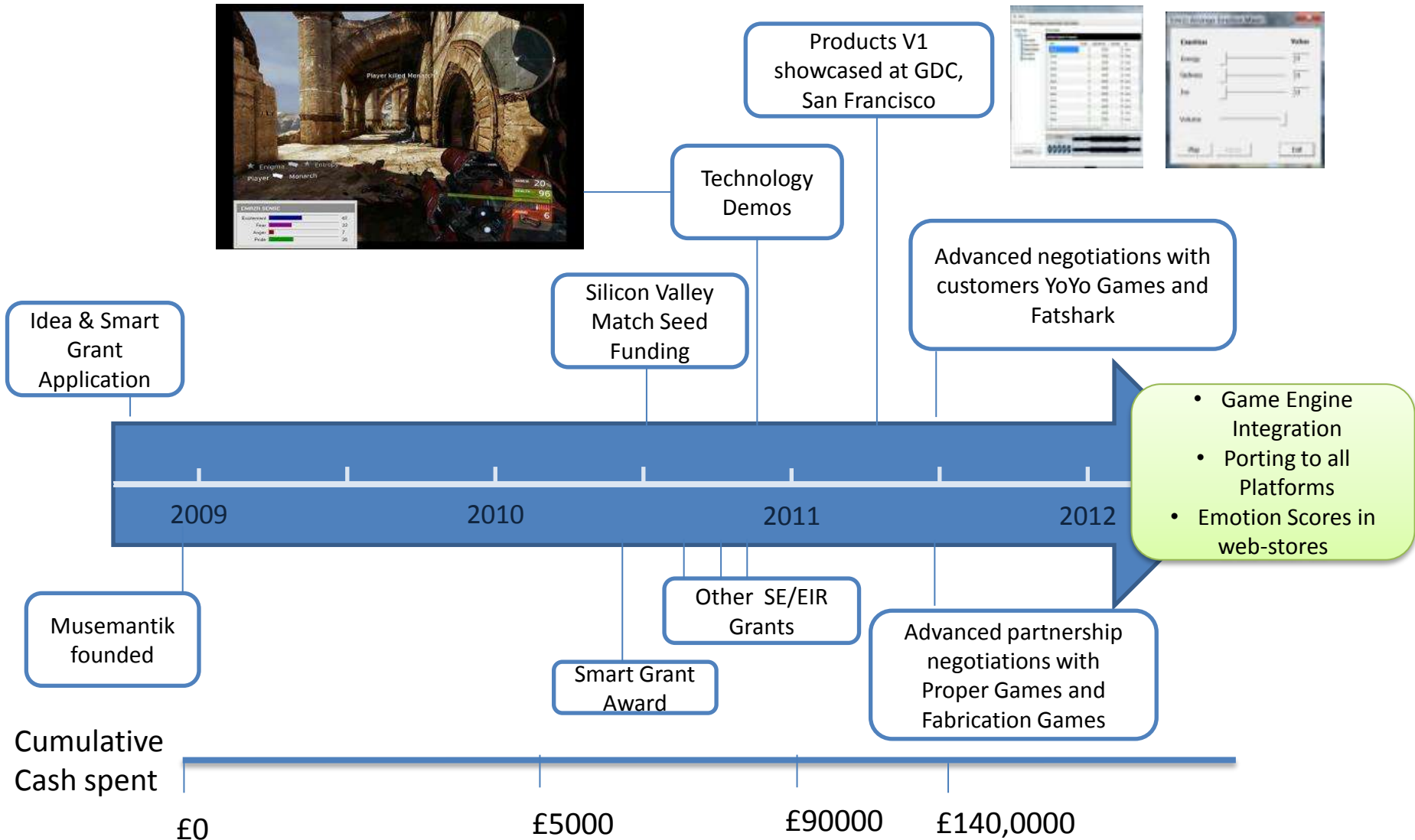


Software: Emrzzr Arrange, Emrzzr Sense Lite.



Implications: No composer, or programmer **service** needed then. Emotion Score **market** is created!

# Milestones





# The Story – to be continued

## Demonstrate traction

- Confirmed partnership and revenue sharing with Proper Games (Dundee, Scotland) for a game in development
- Confirmed partnership and revenue sharing with Fabrication Games (Stockholm) – dynamic audio for an iPhone game
- Active interest from video editing tool company.
- Very big potential markets on the Unity game engine, and iPhone/Android mobile games
- Scoping discussions with other game platform companies in Scotland, Stockholm and California.

# Funding Requirements

## Raising £600k (US\$1m)

Use of proceeds:

- Integrate EmrZR Arrange and Sense with Game Engines including Unity and Unreal. These game engines cover almost the entire spectrum of the game industry market.
- Marketing and sales
- Working Capital
- Continue extending functionality of products

Exit Strategy – Trade sale to Game Engine Provider (Unity), Third Party Middleware company (Autodesk), and/or Game Developer (Walt Disney)

# Company Snapshot

Business focus	<b>Musemantik develops software products to enhance the emotional impact of video games and interactive entertainment while reducing coding time and costs.</b>
Target markets	<b>Phase 1: Small and medium budget games Phase 2: AAA (&gt;£10m budget) Game Market</b>
Partners & Customers	<b>0-3 months: Proper Games, Yoyo Games, Fatshark, Fabrication Games 3-12 months: Unity, Machine Games, Remedy</b>
Employees	<b>4 employees including founders; 3-4 interns</b>
Investors	<b>Silicon Valley Business Angel – Anne CM Johnson</b>
Founded	<b>Q4 2009</b>
Headquarters	<b>Edinburgh, Scotland</b>
Funding Requirements	<b>Raising £600k (\$1m) seed round</b>

**MU.** mu-se-man-tik [mju:si'mæntik]

Musemantik is the creator of SOFTWARE SOLUTIONS  
which *enhance* and **INCREASE**  
EMOTIONAL **engagement** within an environment.

[▶ WATCH OUR DEMO](#)

[▶ SEE OUR PRODUCTS](#)

#### [WELCOME TO THE MUSEMANTIK WEBSITE](#)

Musemantik is the creator of software solutions which enhance and increase emotional engagement within an interactive environment. This includes videogames, smartphone apps, interactive television, social gaming platforms, interactive advertising, etc.

[\[Read more\]](#)

#### Enhancing Experience

Increasing emotional engagement is a crucial component within today's videogames titles. From the most complex and sophisticated AAA console and online blockbusters, through to the simplest social and mobile games – every title benefits from giving players a more complete emotional experience. [\[Read More\]](#)

#### Enabling Developers

Musemantik has created a number of tools which allow video game developers, publishers and producers to increase the emotional range and impact of their games, while reducing development costs, streamlining workflow and decreasing required resources. [\[Read More\]](#)

#### Sounds Good

Musemantik has a dedicated music solution, which uses the same emotional inputs to

#### [NEWS & EVENTS](#)

10.05.11

##### [Website Relaunch >](#)



You may have noticed the website has been a little static lately. This is due to the whole site currently undergoing a fundamental redesign to ensure we can tell the world about the exciting new technologies and projects Musemantik...

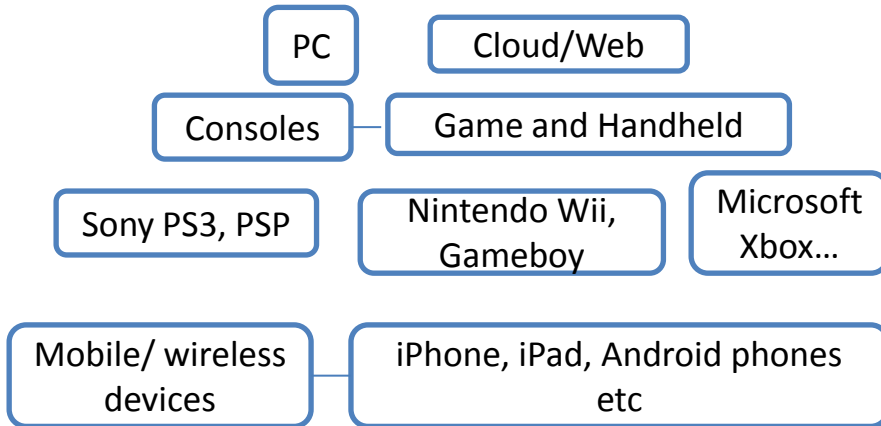
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##### [Engage Invest Exploit >](#)



# Game Industry Overview

## Hardware – platforms for playing games



## Games - software

AAA – big budget games like Grand Theft Auto

Casual – low budget for even non-gamers  
Indie – developed by individuals/small teams

Mobile games – games that can be played on mobiles like Angry Birds

Game Genres – First Person Shooter, Role Playing Strategy, Simulation etc.

## Infrastructure – support mechanism to distribute/play games

Retail Distribution – Gameshop etc.

Internet , Social Media (Facebook)

Game Aggregators/Portals

## Enabling Technologies - that creates or enhances game players experience

Ancillary Hardware

Software – Game Engines, FMOD, Wwise, **Musemantik** .

Content Service – Game Music, **Musemantik's Emotion Scores . Emotion Analytics**