

Bootstrapping for Mobile Gaming Startups

Playtech Open Play API

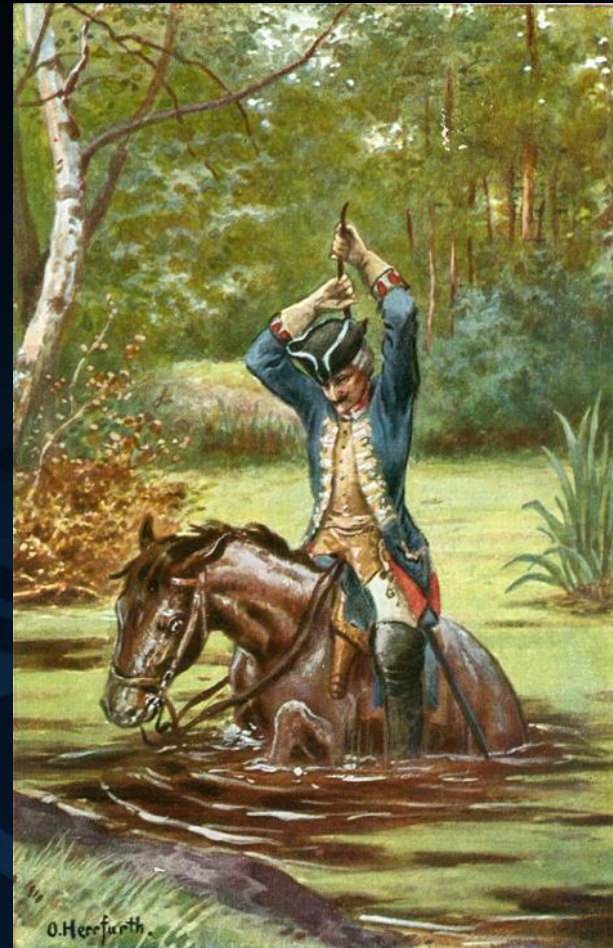
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About...



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- **Create sustainable revenue stream to fund development of a business idea**
- **What are the options?**
 - A day job
 - Pot-boilers
 - Transitional models
 - ...

The Playtech API



- **The General Idea**
 - Startup's to utilize existing assets to generate revenue streams
 - Playtech to gain new ideas, concepts & visual language
- **Financials**
 - Revenue based on game performance

Intangible benefits



- **Technology**
- **Processes**
- **Customer profiling and metrics**
- **Revenue models**
- **Networking**

Getting started...



- **Making contact**
- **SDK tools and documentation**
- **Software review & validation**
- **Legal & financial**
- **An exaple...**

10

A




```

"slices": {
  "reel_slice_10" : {"image": "symbols", "pos": [0, 0], "size": [{"reels_symbol_width"}, {"reels_symbol_height"}]},
  "reel_slice_A" : {"image": "symbols", "pos": [0, 150], "size": [{"reels_symbol_width"}, {"reels_symbol_height"}]},
  "reel_slice_bedouin" : {"image": "symbols", "pos": [0, 300], "size": [{"reels_symbol_width"}, {"reels_symbol_height"}]},
  "reel_slice_camel" : {"image": "symbols", "pos": [0, 450], "size": [{"reels_symbol_width"}, {"reels_symbol_height"}]},
  "reel_slice_J" : {"image": "symbols", "pos": [0, 600], "size": [{"reels_symbol_width"}, {"reels_symbol_height"}]},
  "reel_slice_K" : {"image": "symbols", "pos": [0, 750], "size": [{"reels_symbol_width"}, {"reels_symbol_height"}]},
  "reel_slice_bonus" : {"image": "symbols", "pos": [0, 900], "size": [{"reels_symbol_width"}, {"reels_symbol_height"}]},
  "reel_slice_oasis" : {"image": "symbols", "pos": [0, 1050], "size": [{"reels_symbol_width"}, {"reels_symbol_height"}]},
  "reel_slice_Q" : {"image": "symbols", "pos": [0, 1200], "size": [{"reels_symbol_width"}, {"reels_symbol_height"}]},
  "reel_slice_scatter" : {"image": "symbols", "pos": [0, 1350], "size": [{"reels_symbol_width"}, {"reels_symbol_height"}]},
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```

```

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"symbols" : {"url": "../common/images/iPad/default/en/symbols/symbols.png", "group": "main-scene"},
"bedouin" : {"url": "../common/images/iPad/default/en/symbols/animation/bedouin.jpg", "group": "main-scene"},
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"wild" : {"url": "../common/images/iPad/default/en/symbols/animation/wild.jpg", "group": "main-scene"},

```




Questions

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Thank You!

