



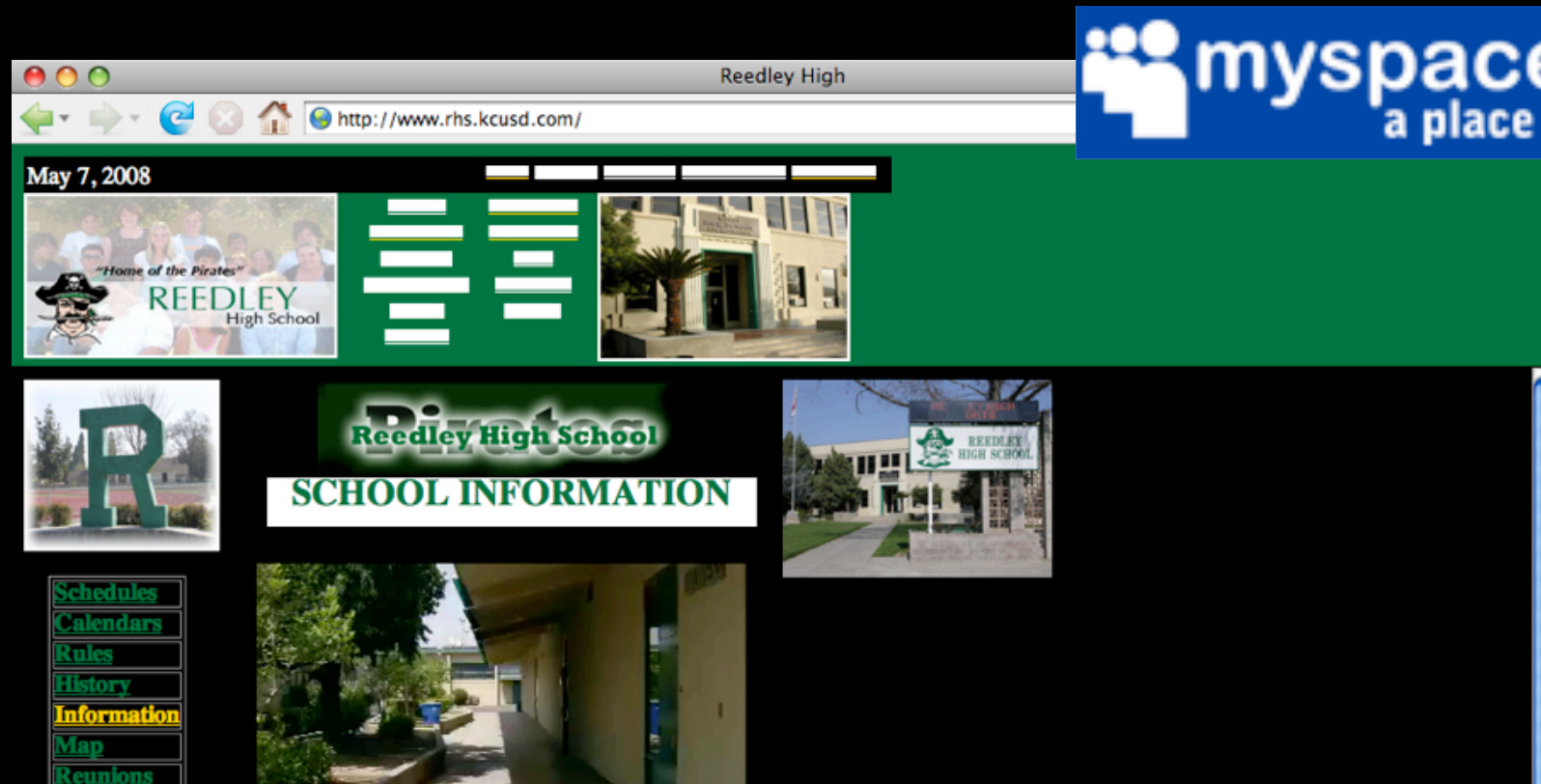
World of Warcraft seems like fun

photo from: <http://flickr.com/photos/minami/305637949/> - Kazuya Minami

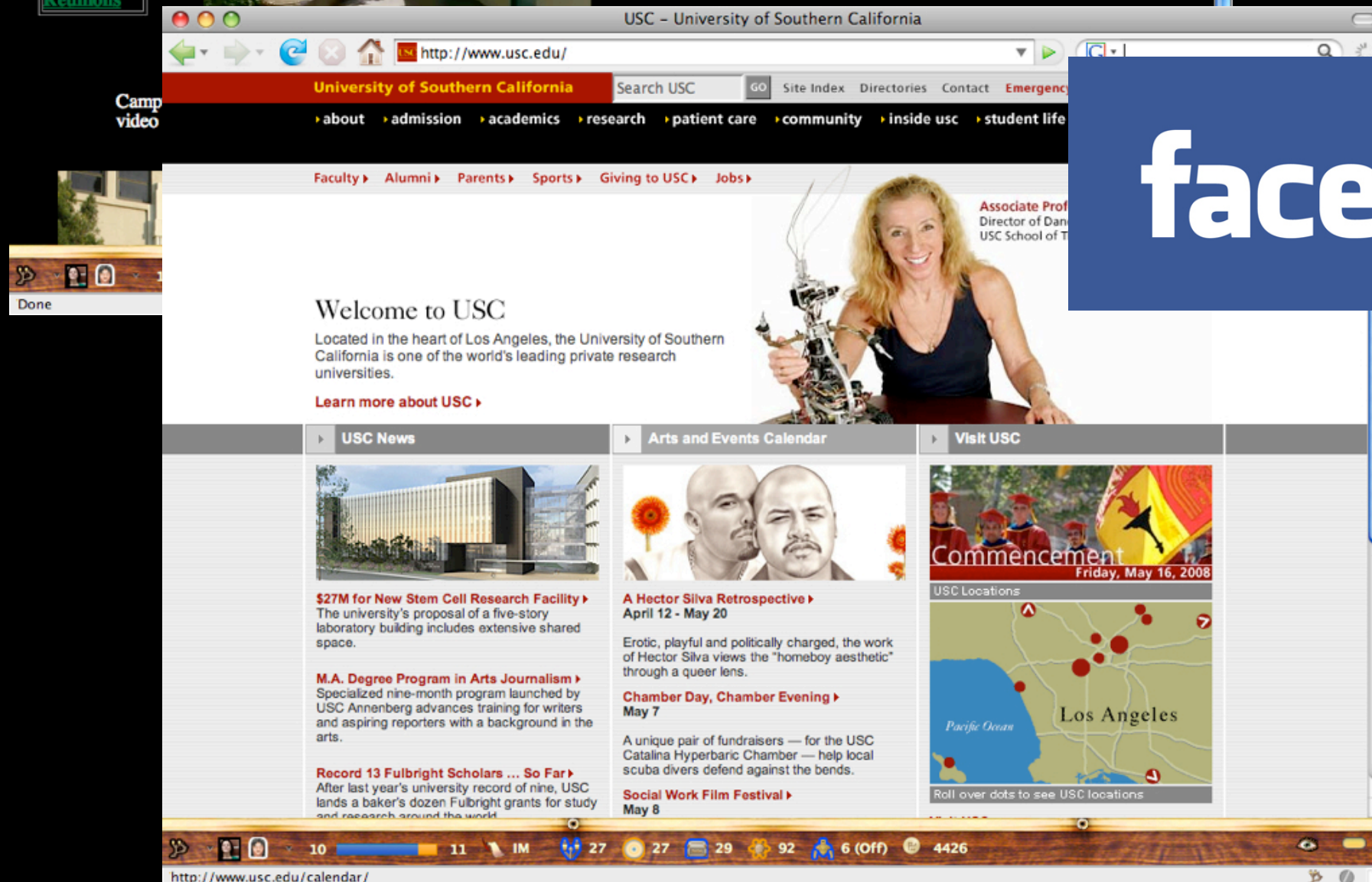


2008	Monday, Feb 18	Tuesday, Feb 19	Wednesday, Feb 20	Thursday, Feb 21	Friday, Feb 22
all-day	GDC - Game Developers Conference				
	GDC				
08:00			08:00-09:00 Registration and Breakfast	08:00-09:00 Breakfast	08:00-09:00 Breakfast
09:00			09:00-10:00 Keynote: The Future of Games	09:00-10:00 Breakfast	09:00-10:00 Breakfast
10:00	10:00-11:00 Why Gamers should Care about virtual	10:00-11:00 Gaming's Future via Online Worlds			
11:00					11:00-12:00 Free to Play? Pay for More. The virtual
12:00	Entertainment Can	Cross-Cultural Set			
13:00	Heading the Lessons	Thinking Outside	13:00-14:00 Breakfast	13:00-14:00 Breakfast	13:00-14:00 Breakfast
14:00					
15:00					
16:00	The Power of Free to Play	17:00-18:00 Beyond Ads: Building			
17:00	Future: Gaming &		17:00-18:00 Breakfast	17:00-18:00 Breakfast	
18:00		18:00-19:00 New York City			
19:00	19:00-20:00 Is Asia the New Hot	19:00-20:00 Learning to			
20:00					
21:00	Facebook and the	21:00-22:00 Social Economics in			
22:00					

no one wants to make appointments to play online games with their friends.



High school  
friends

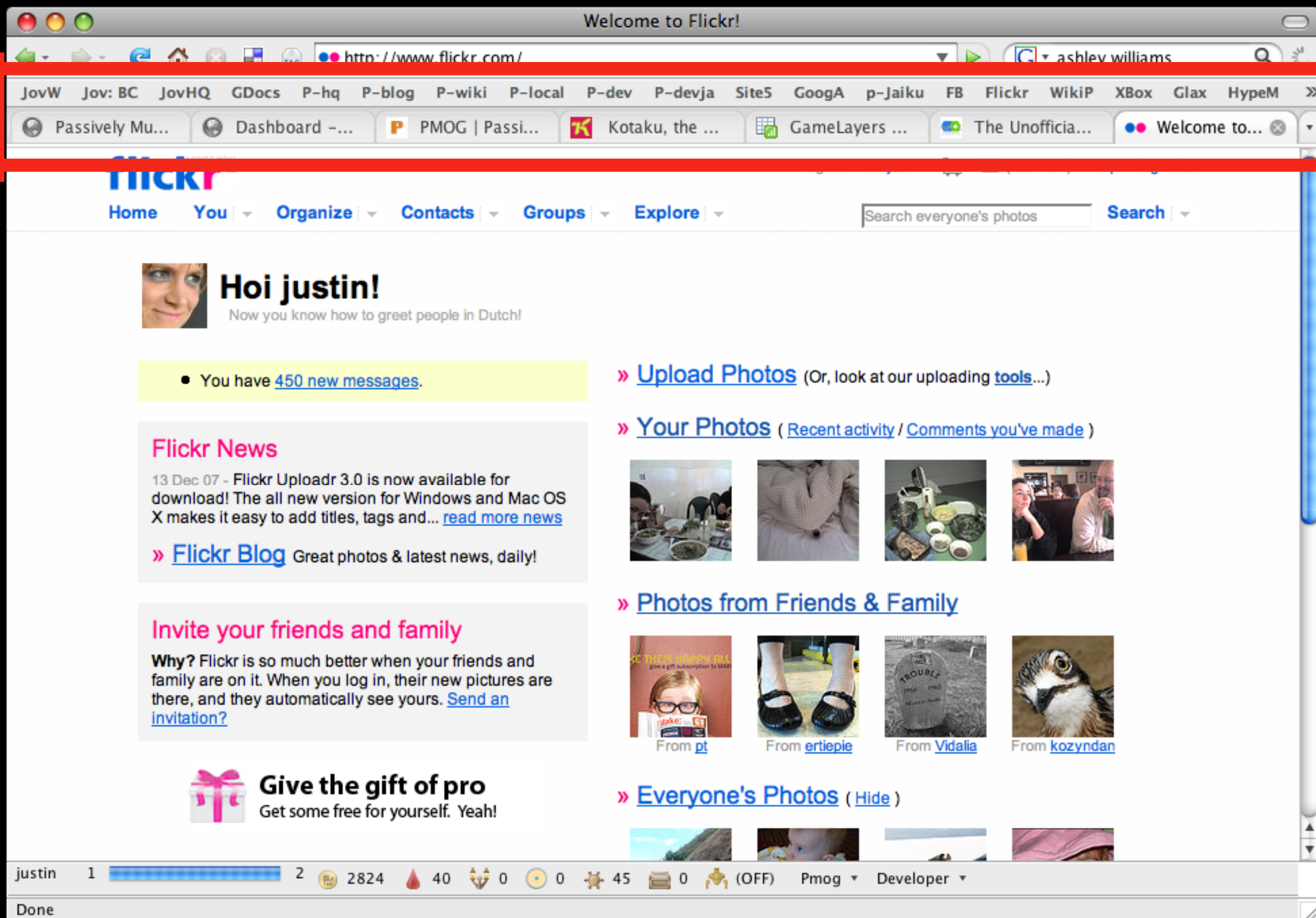


facebook®

College  
Friends

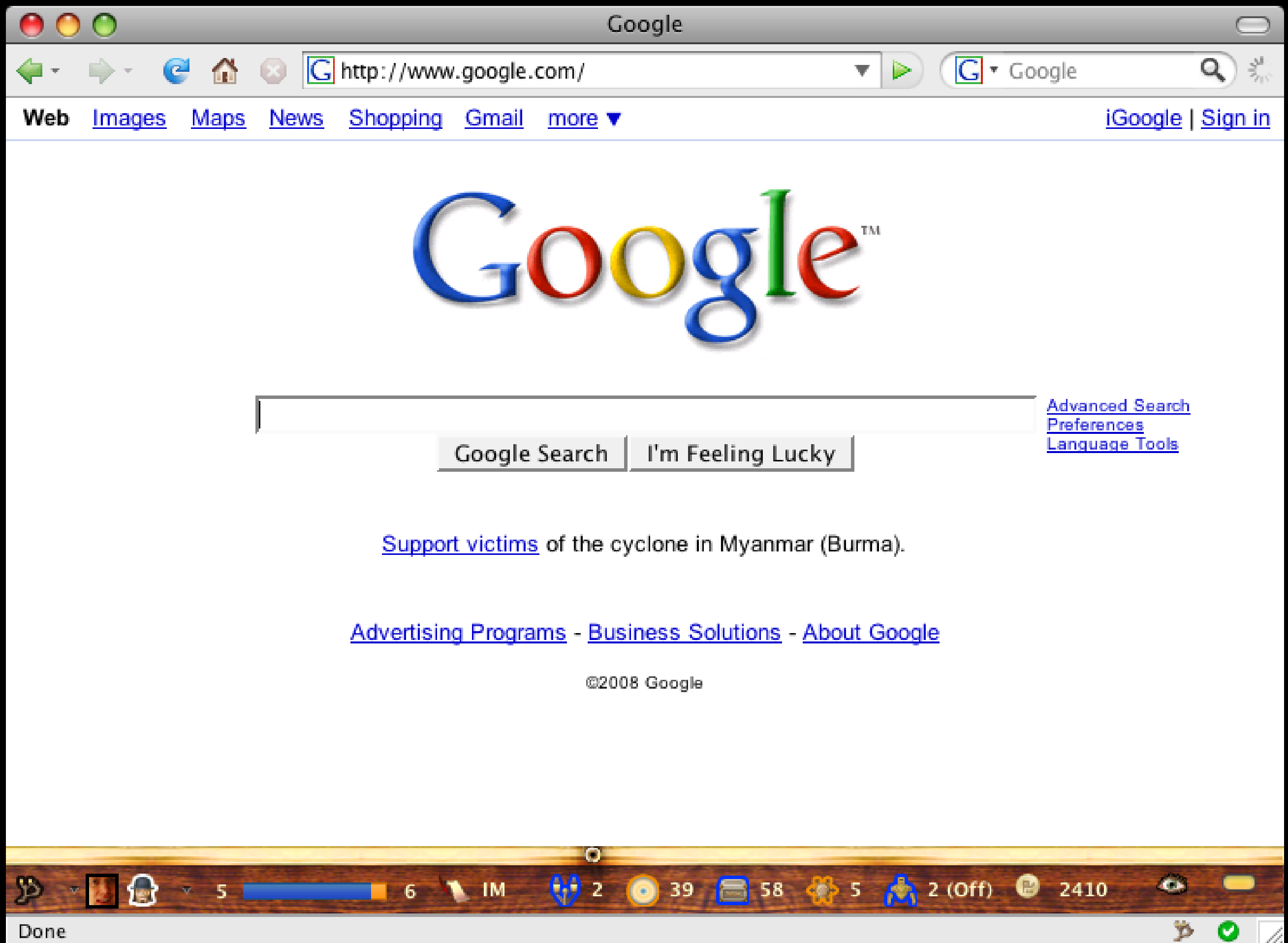
plus the online social network destinations fragment social groups





We're all on the web – what if we could play with our friends as we browse?





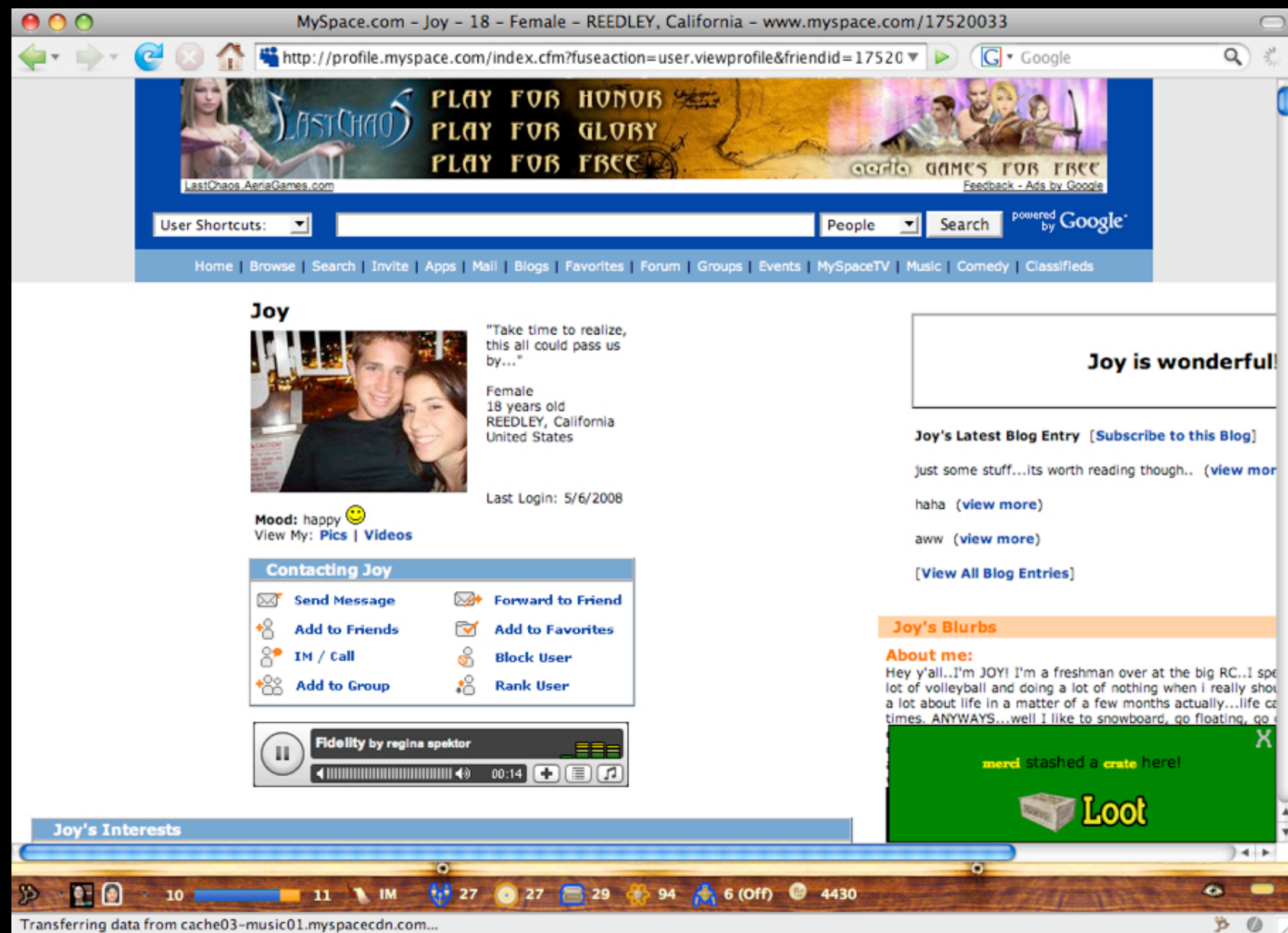
PMOG is a toolbar in the Firefox web browser offering social browsing and a casual ongoing game



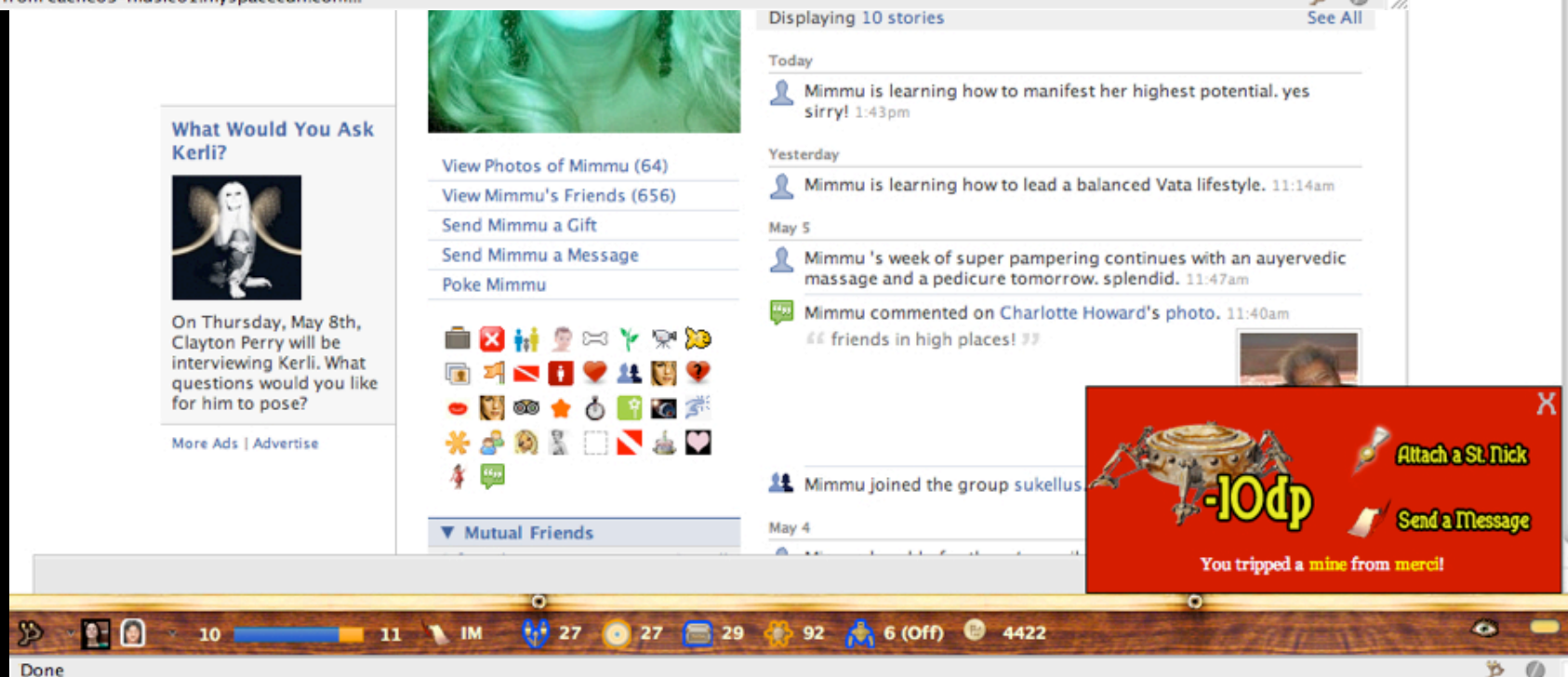


player-created events pop up on any web site  
here, is a Mine, a trap popped up on google





PMOG is on  
MySpace



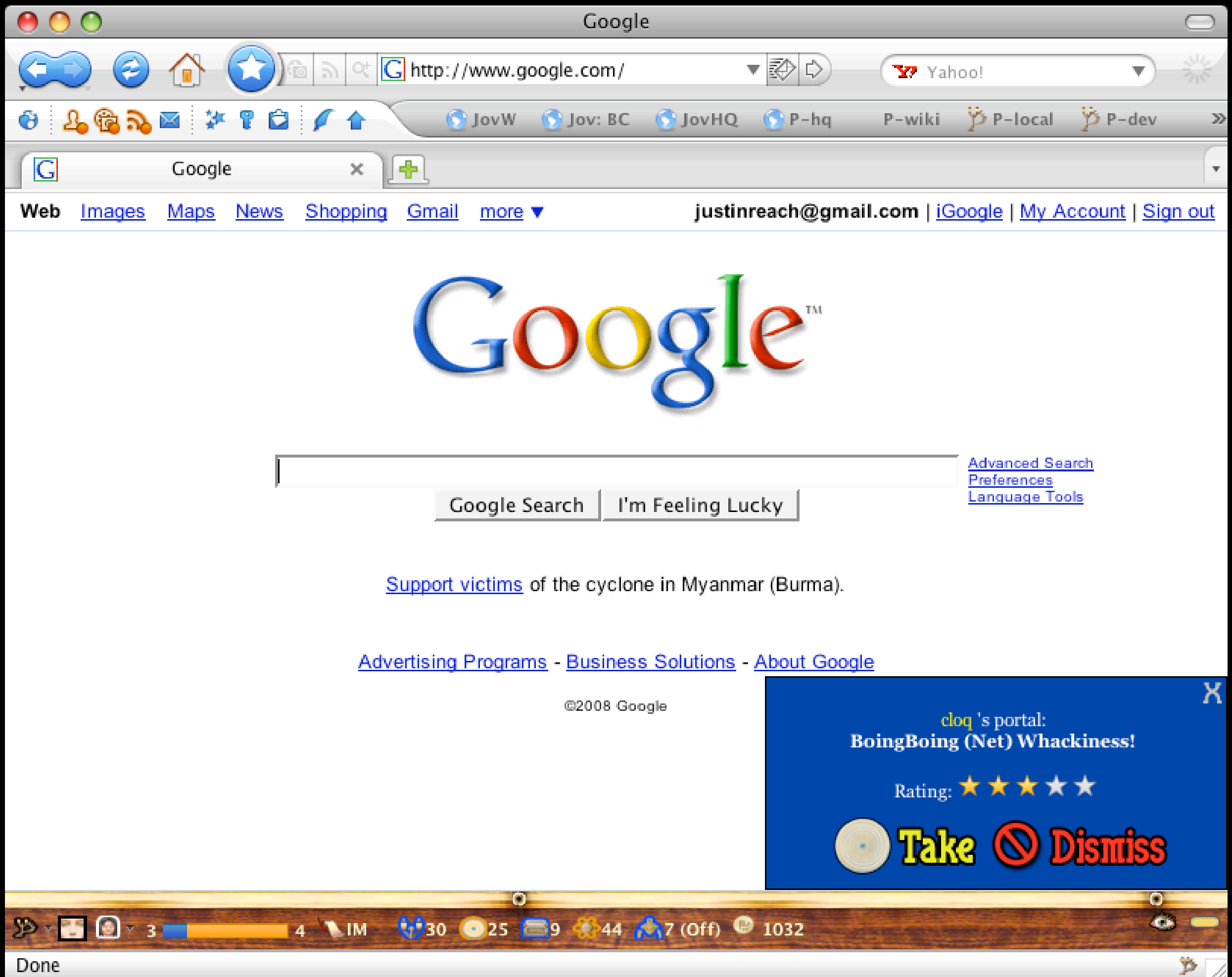
PMOG is on  
Facebook

PMOG works across the web, so you can interact with people on any social network or site



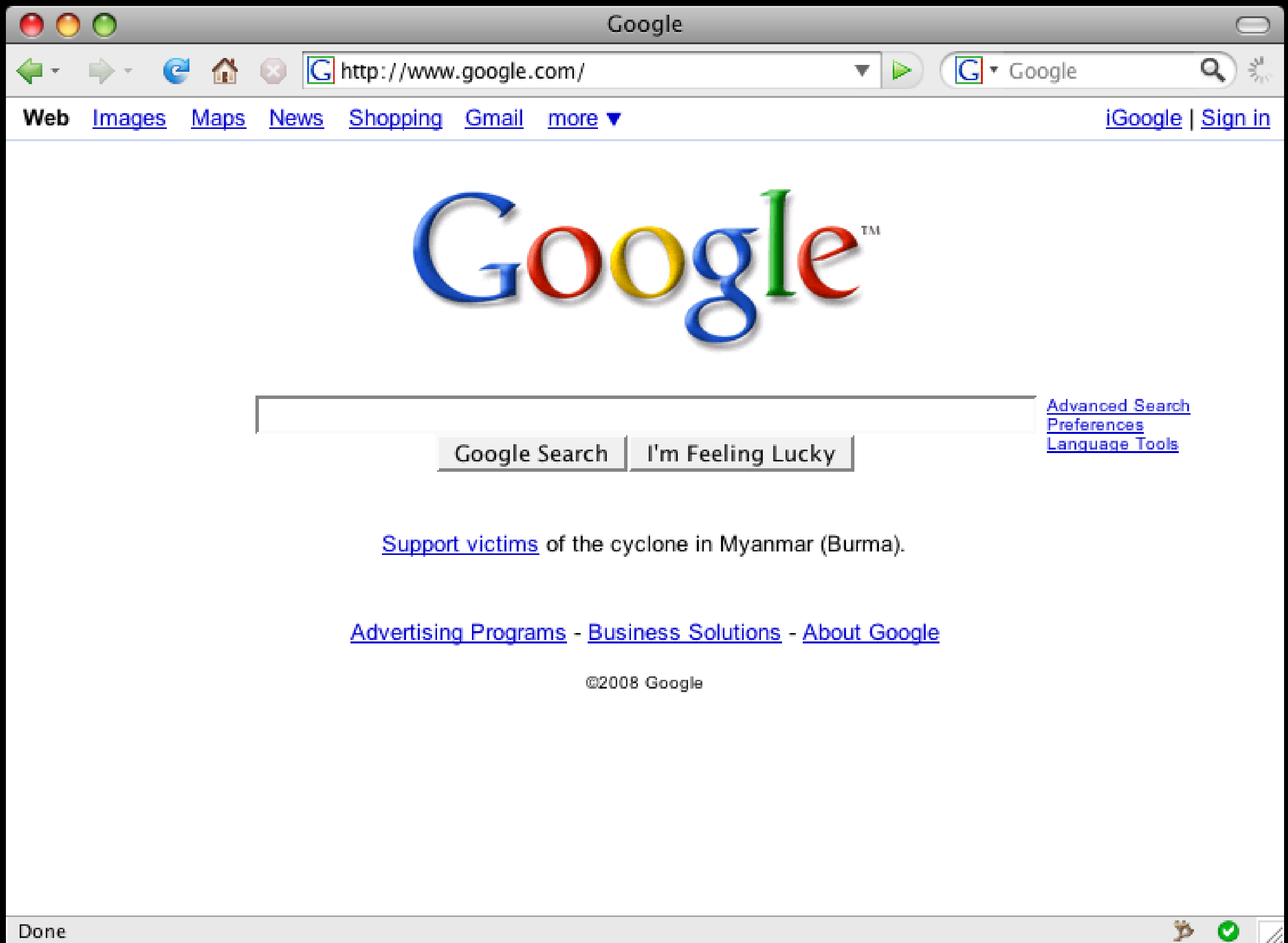


here is a Crate, a gift left on yahoo.com by another player

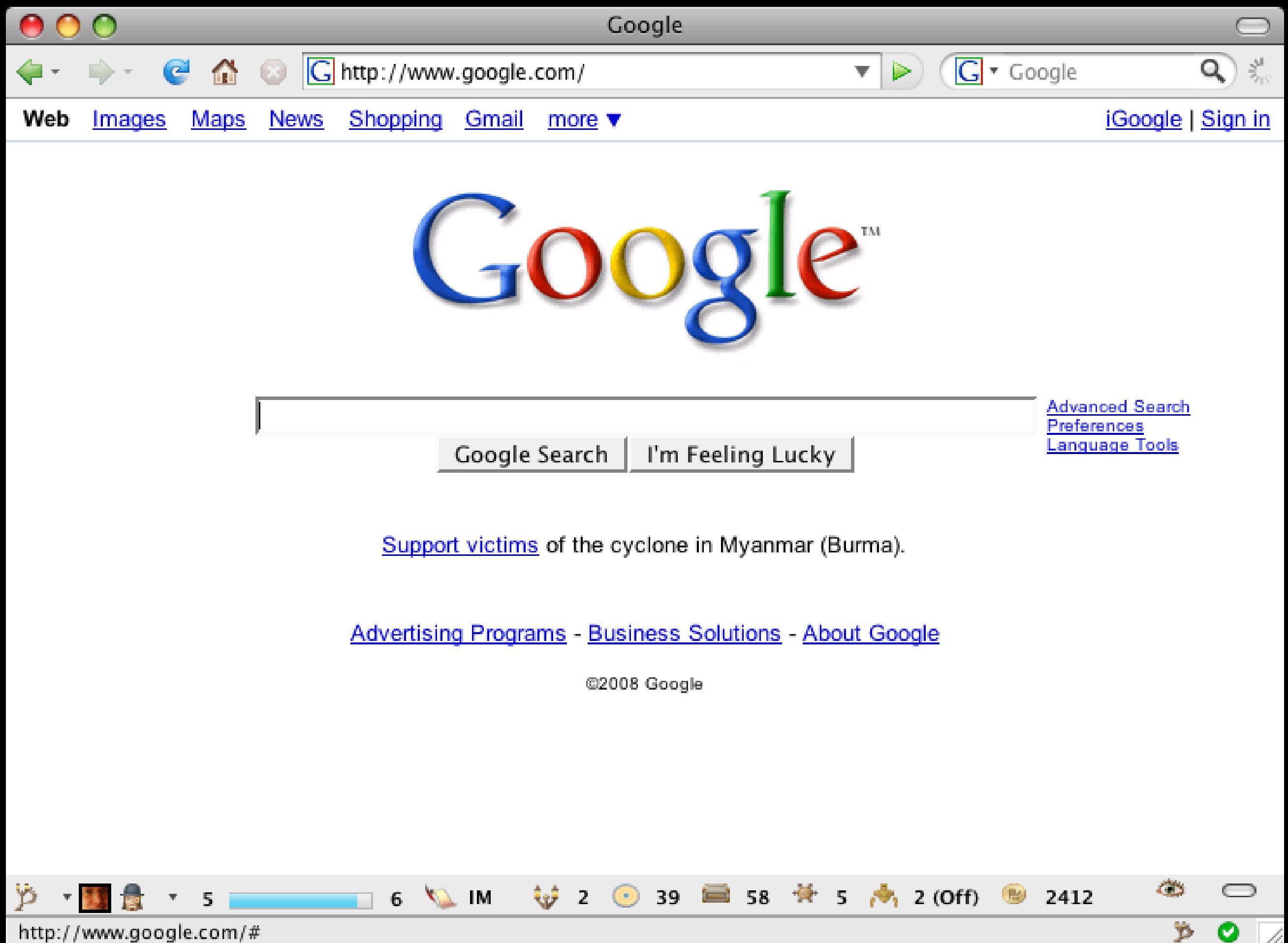


here is a portal appearing on google, on PMOG in Flock  
a player-created blind link – where does it lead?





the PMOG toolbar can be hidden with a click on that P icon



players can also select which skin they want – the wooden “classic” or here, the gray plain



The New York Times – Breaking News, World News & Multimedia

http://www.nytimes.com/

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**MOVADO**  
60 YEARS OF MODERN DESIGN

**The New York Times**

Thursday, May 8, 2008 Last Update: 2:14 AM ET

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NYT Archive Since 1981 Search

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**JOB**  
REAL ESTATE  
AUTOS  
ALL CLASSIFIEDS

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Washington  
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BUSINESS  
TECHNOLOGY  
SPORTS  
SCIENCE  
HEALTH  
OPINION  
ARTS  
Books  
Movies  
Music  
Television  
Theater  
STYLE  
Dining & Wine  
Fashion & Style  
Home & Garden  
Weddings/  
Celebrations  
TRAVEL  
Blogs  
Cartoons /

**Support for Clinton Wanes as Obama Sees Finish Line**  
By PATRICK HEALY and JEFF ZELENY  
Hillary Rodham Clinton struck a publicly defiant posture, while some of her advisers acknowledged privately that they remained unsure about the future of her candidacy.  
• Video: John Harwood Examines the Results  
• Full Results | Superdelegates  
• Delegate and Vote Totals

**MORE IN POLITICS**  
• Political Memo: Possible Changing of the Guard for Democrats | Comment  
• Republicans Focus on Obama as Fall Opponent | Graphic

**Raid on Sect in Texas Rattles Other Polygamists**

**A Pioneering Driver Spins Tales, Not Wheels**  
By FRANK LITSKY  
Lloyd Moore, left, and Bill Rexford in 1950. Nascar says Mr. Moore is its oldest living driver, and there is evidence that he may be its best storyteller, too.

**Myanmar Faces Pressure to Allow Major Aid Effort**  
By SETH MYDANS  
An American diplomat warned of the possibility that the death toll could rise sharply, and a French diplomat urged the U.N. to force Myanmar to accept aid.

**PERSONAL TECH »**  
**Gadget Fanatics, Take Note**  
A look at the digital Pulse smartpen from LiveScribe.  
**When Web Time Is Playtime**  
Online services for children are becoming a central part of business plans.

**OPINION »**  
• Collins: Torch en Route  
• Kristof: Too-Long Goodbye  
• Freakonomics: Primates  
• Editorial: Student Loans  
Post a Comment

**MARKETS »** At close 05/07/2008  
S.&P. 500 1,392.57 -25.69 -1.81%  
Dow 12,814.35 0.00 0.00%  
Nasdaq 2,438.49 -44.82 -1.80%  
GET QUOTES My Portfolios »  
Stocks, ETFs, Funds Go

**SERIES 6 650**  
EXPLORE »

**BEEFEATER LONDON**  
CLICK TO ENTER

**PMOG**  
i left a crate in the sports section! from merci, 1 minute ago  
Reply

10 11 IM 27 27 29 92 6 (Off) 4519

http://www.nytimes.com/2008/05/08/sports/othersports/08nascar.html?hp

Players can send and receive messages from the toolbar.

# 3,154 Missions Created

players can create “Missions” – guided web tours. Player-created Missions are hugely popular on PMOG.



**Not your grandmother's knitting**

created by **kgknit**, 24 days ago.

[Edit Mission](#)

**How to make perfect Easter eggs!**

created by **piratejimmy**, 21 days ago.

[Edit Mission](#)

**High Fructose Corn Syrup - Why or why not?**

created by **sarastani**, 25 days ago.

[Edit Mission](#)

**Battlestar Galactica... Best SciFi/Drama TV Show!**

created by **pinecone**, 5 days ago.

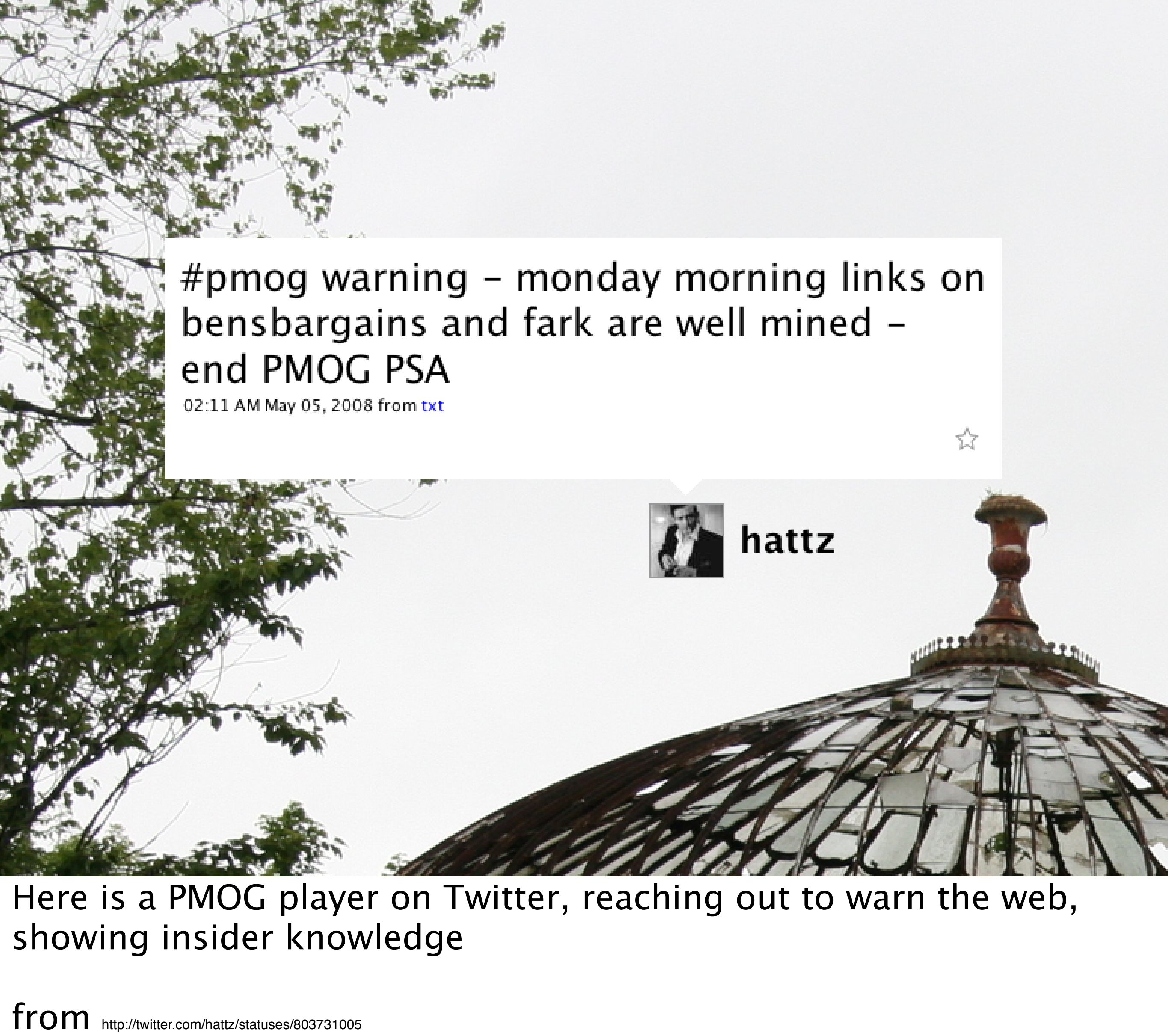
[Edit Mission](#)

there have been a wide range of Missions created so far



Players use PMOG to spread memes. Here, the Pirates versus Ninja meme: on the Piracy entry there is a portal to the Ninja entry.



The background of the slide is a photograph showing a low-angle view of a large, ornate glass dome, likely part of a historic building. The dome's structure is made of dark metal frames holding numerous glass panes. To the left, the green leaves and branches of trees are visible against a pale sky. The overall scene is captured in a slightly desaturated or vintage style.

#pmog warning – monday morning links on  
bensbargains and fark are well mined –  
end PMOG PSA

02:11 AM May 05, 2008 from [txt](#)



**hattz**

Here is a PMOG player on Twitter, reaching out to warn the web,  
showing insider knowledge

from <http://twitter.com/hattz/statuses/803731005>



PMOG has an achievements system called Badges. Web surfing and game tool use earn you Badges; it's fun competition for friends.



# Bounce Bounce

For players who read  
Boing Boing every day  
they're logged on, for 7  
contiguous days

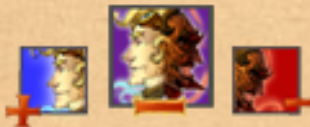


For example, here is a badge for readers of the popular weblog BoingBoing





**m**  
TRUSTEE - "Im N yr PMOG makin RPG of  
yr data"



**M**  
female, 23, United States  
Registered: 5 months



**Level 9**  
**Pathmaker**

#### Datapoints

8761  
 113480 earnt

#### Inventory

6  
 52  
 30  
 28  
 24  
 97

[Edit inventory and  
datapoints](#)

#### Tags

BACON [x] Loves bacon [x]  
trustee [x] authority [x] sassy [x]  
spiffy [x] off center avatar [x]  
Porcupine Minion [x] trustette  
[x] Rocks the Metrics [x] tag  
war attack [x] gamelayers [x]  
central valley [x] mercilicious  
[x]

Tag

#### Latest Happenings

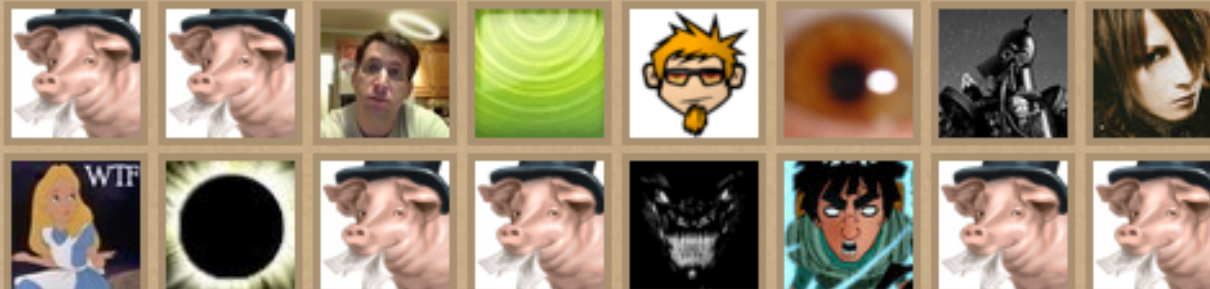
- m just completed a mission: [Travling the Firefly and Serenity 'verse](#)
- m just looted [literacy's](#) crate.
- m just stashed a crate on [pmog.com](#).
- m just posted in [Dismissing 'You Have Found a Mission' pop-ups when you are Already on one negates the current mission\\_ Ugh.](#) in the Forums.
- m just foiled [fillcats's](#) mine with armor.
- m just foiled [fillcats's](#) mine with armor.
- m just foiled [fillcats's](#) mine with armor.
- m just stashed a crate on [pmog.com](#).
- m just stashed a crate on [twitter.com](#).
- m just looted [suttree's](#) crate.

« Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) Next »



#### 1540 Acquaintances

[Acquaintances](#) [Allies](#) [Rivals](#)



#### 8 Badges Earnt



Badges are awarded overnight

Badges, Missions, Tool Use, Friends, it's all on your PMOG profile.

<http://pmog.com/users/merci>



# GameLayers

M  
Chief Creative



Duncan Gough  
Chief Technical

Cap Watkins  
Web Designer



Marc Adams  
Lead Engineer

Justin Hall  
Chief Executive



Joe Wagner  
Customer Service

PMOG was built by GameLayers  
a virtual company based in the Bay Area

# Seed Round

\$500k in September 2007



Joichi Ito  
Early investor in Last.FM,  
Flickr, SixApart

Bryce Roberts  
Co-Founder, OATV  
O'Reilly AlphaTech Ventures



Richard Wolpert  
Formerly of Disney  
Online,  
CSO at RealNetworks

GameLayers took a seed round in september 2007  
\$500k from a fund and two angels

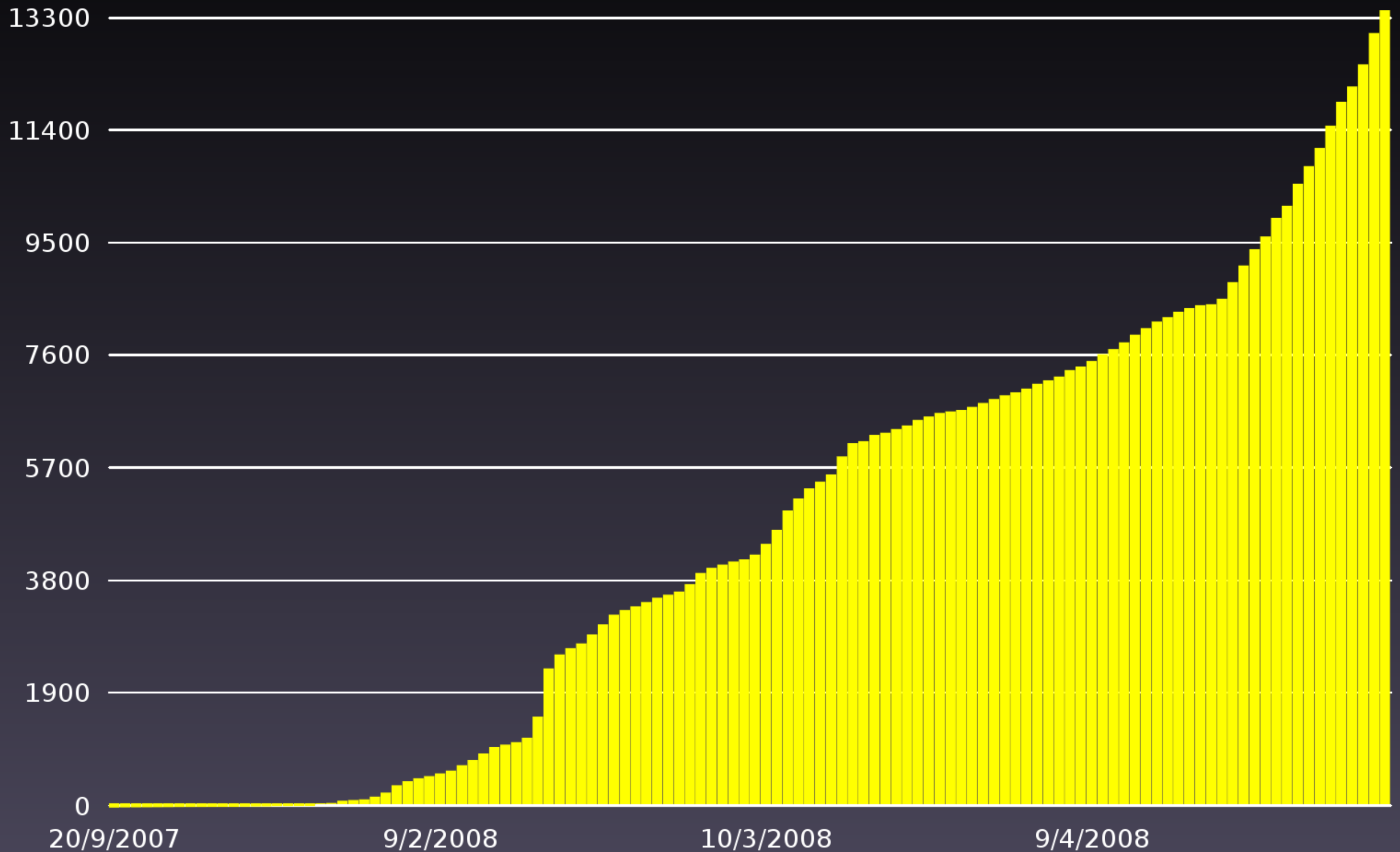


Series A: raising \$2-3 Million

now we're raising \$2-3 Million to scale this experience

# Signup Accumulator

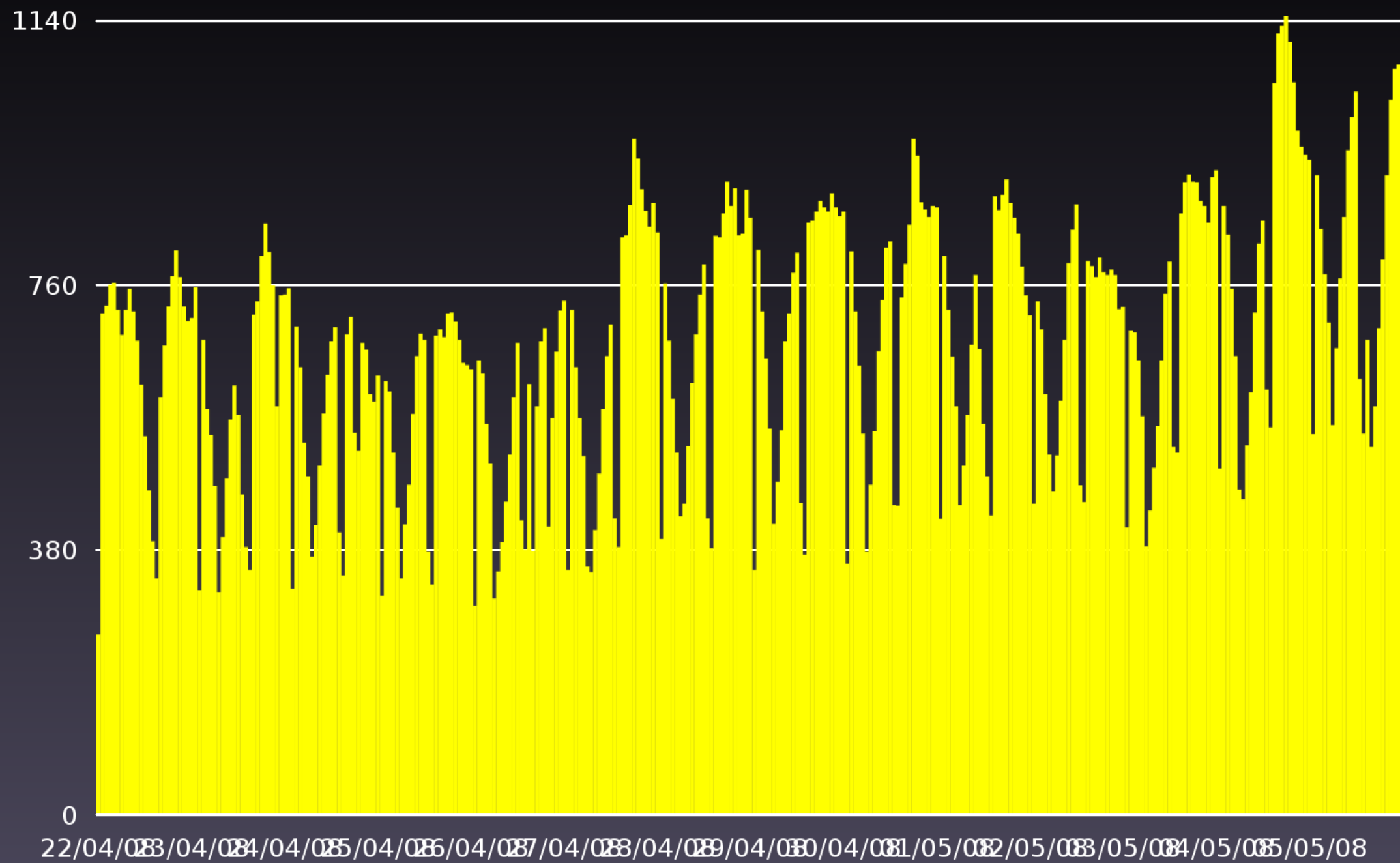
Users (13454 total)



people are excited by PMOG – increasing user signups

# Concurrent Users

Maximum Hourly Concurrent Users Per Day, Over The Last Fortnight

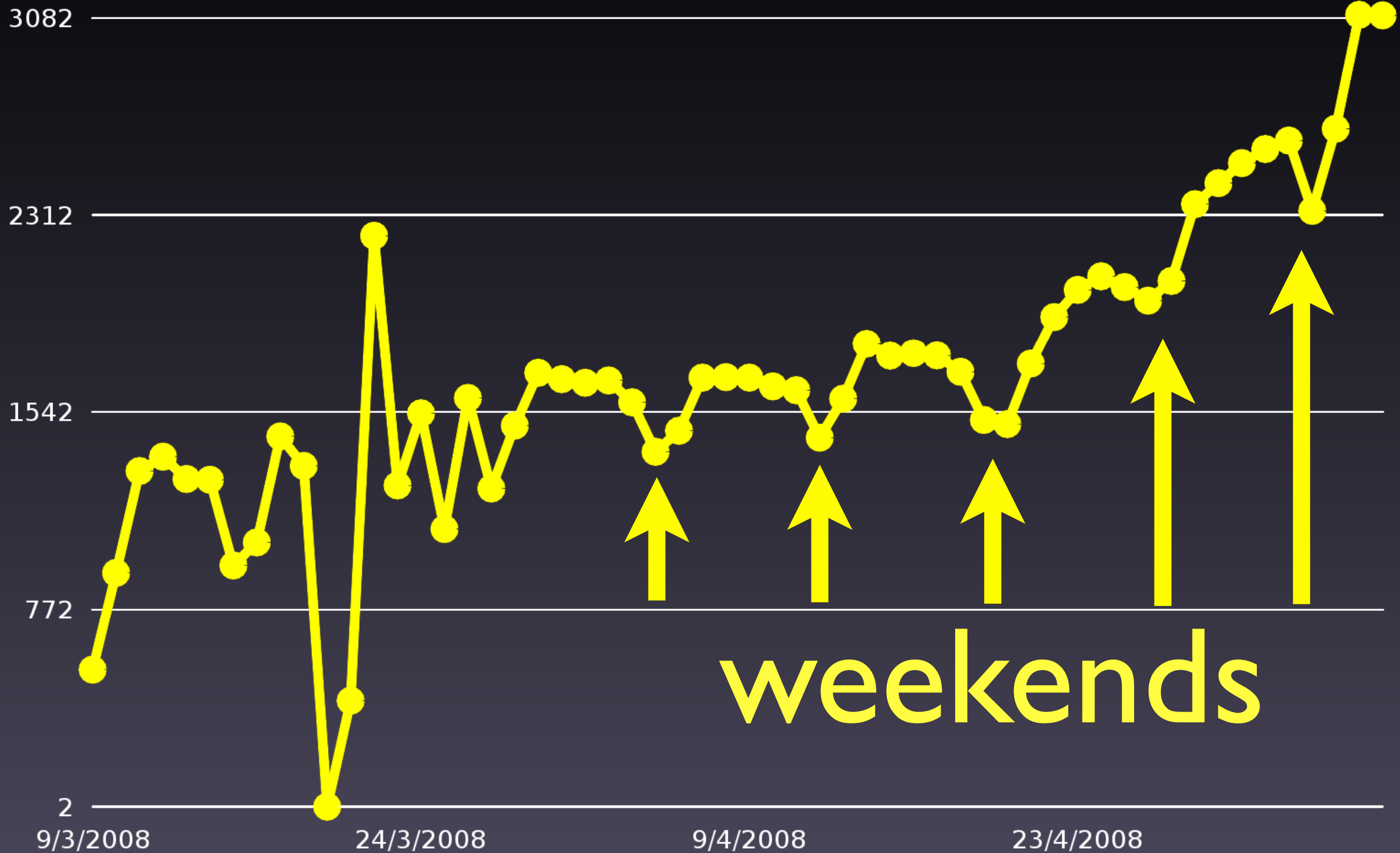


we have over a thousand people playing together simultaneously across the web



# Active Users Per Day

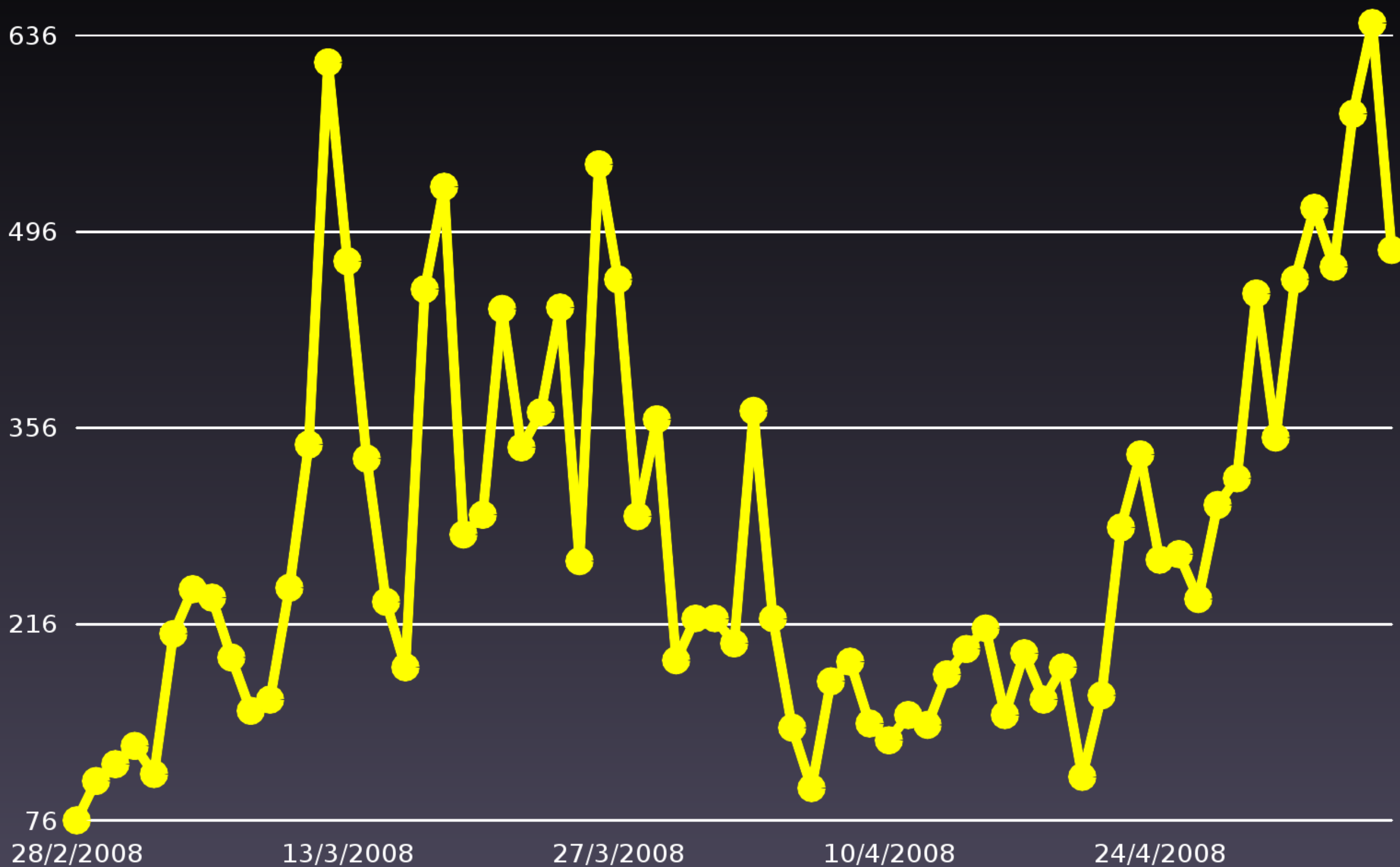
■ Pinging our message API



our game is actually LESS popular on the weekends  
we are a weekday online play experience

# Crates Looted

■ Crates looted per day



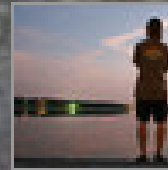
We can see that people are increasingly using our different tools – over 600 crates being looted by our beta testers each day.

[http://pmog.com/stats/crates\\_looted\\_per\\_day](http://pmog.com/stats/crates_looted_per_day)



playing Pmog , deployed a crate of goodies  
on orbitingstudio.com but you have to play  
Pmog to see it!

03:28 PM March 10, 2008 from web ☆



**orbiting\_chaaa**

PMOG fits throughout the web; players begin PMOG treasure hunts with an announcement on Twitter to attract site traffic.

# Ball & Chain Jewelry

**ballandchain****ballandchain's Shop Announcement**

made in brooklyn..... BIG NEWS

My jewelry was published in DIY city mag, february issue:

[diycitymag.com/flash/2008-diycity-mag-nyc.html](http://diycitymag.com/flash/2008-diycity-mag-nyc.html)

page 96 article on secret studio space match game

and page 186 a page of my jewelry designs!

My jewelry was published in Brilliant magazine's January 2008 issue!

this is their website- <http://www.brilliantmagazine.com/>

for the article "Wanderlust" go to content link, features link, then fashion link...

and it gives you the pdf- <http://www.brilliantmagazine.com/JanContent/fashionfeature.pdf>

with my etsy address [www.ballandchain.etsy.com](http://www.ballandchain.etsy.com) back in the "buy" section.

You can also see the same pix on Kristina Wilson's website-

[http://www.kristinawilson.com/fashion/tears\\_stone.html](http://www.kristinawilson.com/fashion/tears_stone.html)

the corresponding listings are

[http://www.etsy.com/view\\_listing.php?listing\\_id=8493426](http://www.etsy.com/view_listing.php?listing_id=8493426)

[http://www.etsy.com/view\\_listing.php?listing\\_id=7708336](http://www.etsy.com/view_listing.php?listing_id=7708336) (similar to the one they used, it was oak)

!!!!!!thanks etsy!!!!!!

Welcome to my shop! Please explore the categories- each represents a different sensibility. A few things are made in limited editions, but many items here will be one of a kind, some by the nature of the materials being unique, some by my nature of always wanting to try something new! I add things bit by bit so keep coming back!

Inquiries welcome.

Thanks for stopping by!

**Sections in this shop:**

« [Shop home](#) (all items)

[kitschy silhouettes](#) (31)

[crocheted chain](#) (3)

[open the door](#) (11)

[tell me a story](#) (4)

[asymmetry](#) (4)

[vintage](#)

[simpli](#)

[semi](#)

[vintage](#)

[chunk](#)



merc

5

6



Seer



35



21



4



6



4 (Off)



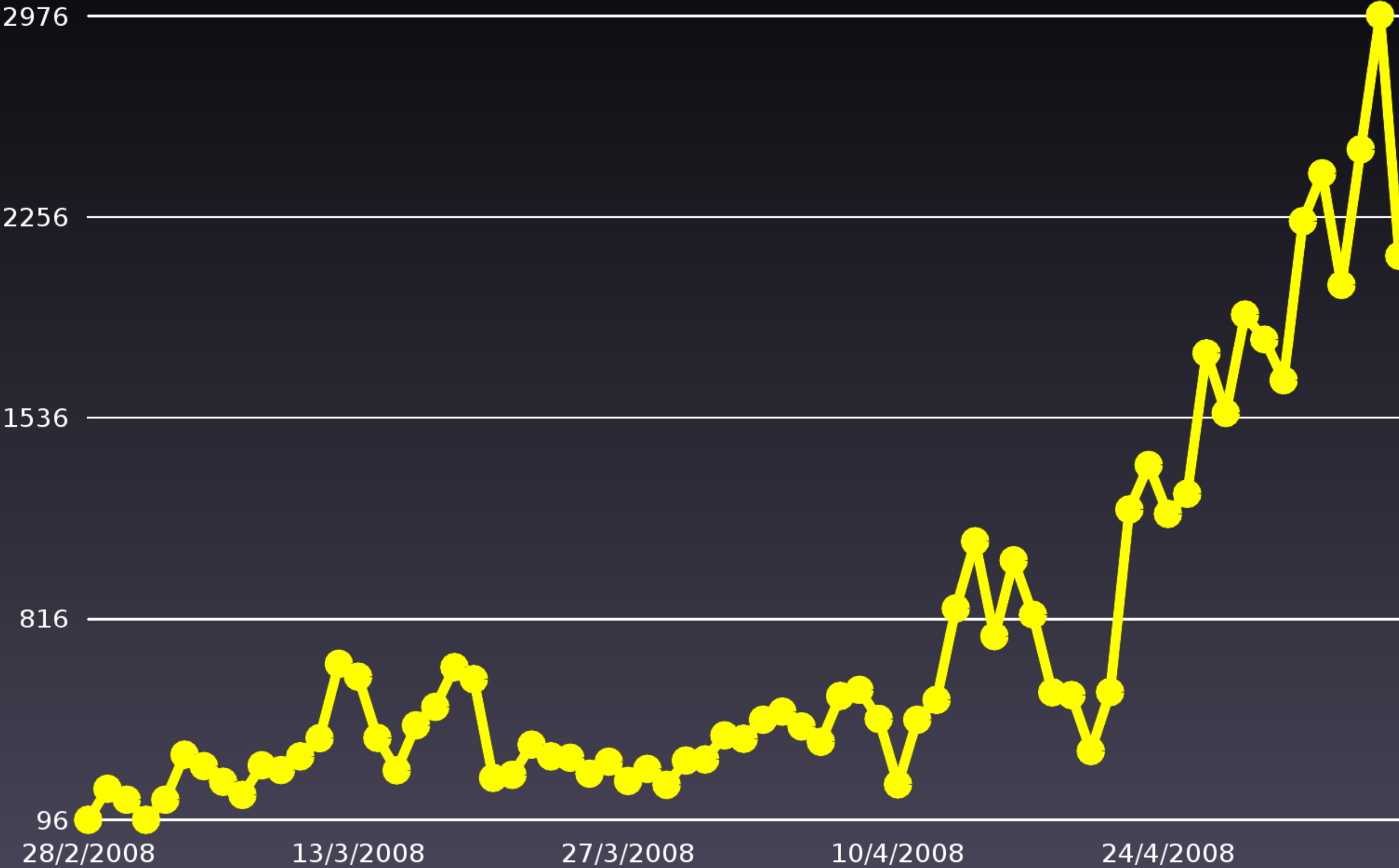
6488

IM

how much is a PMOG rewards crate on your etsy store worth?

# Portals Taken

Portals taken per day

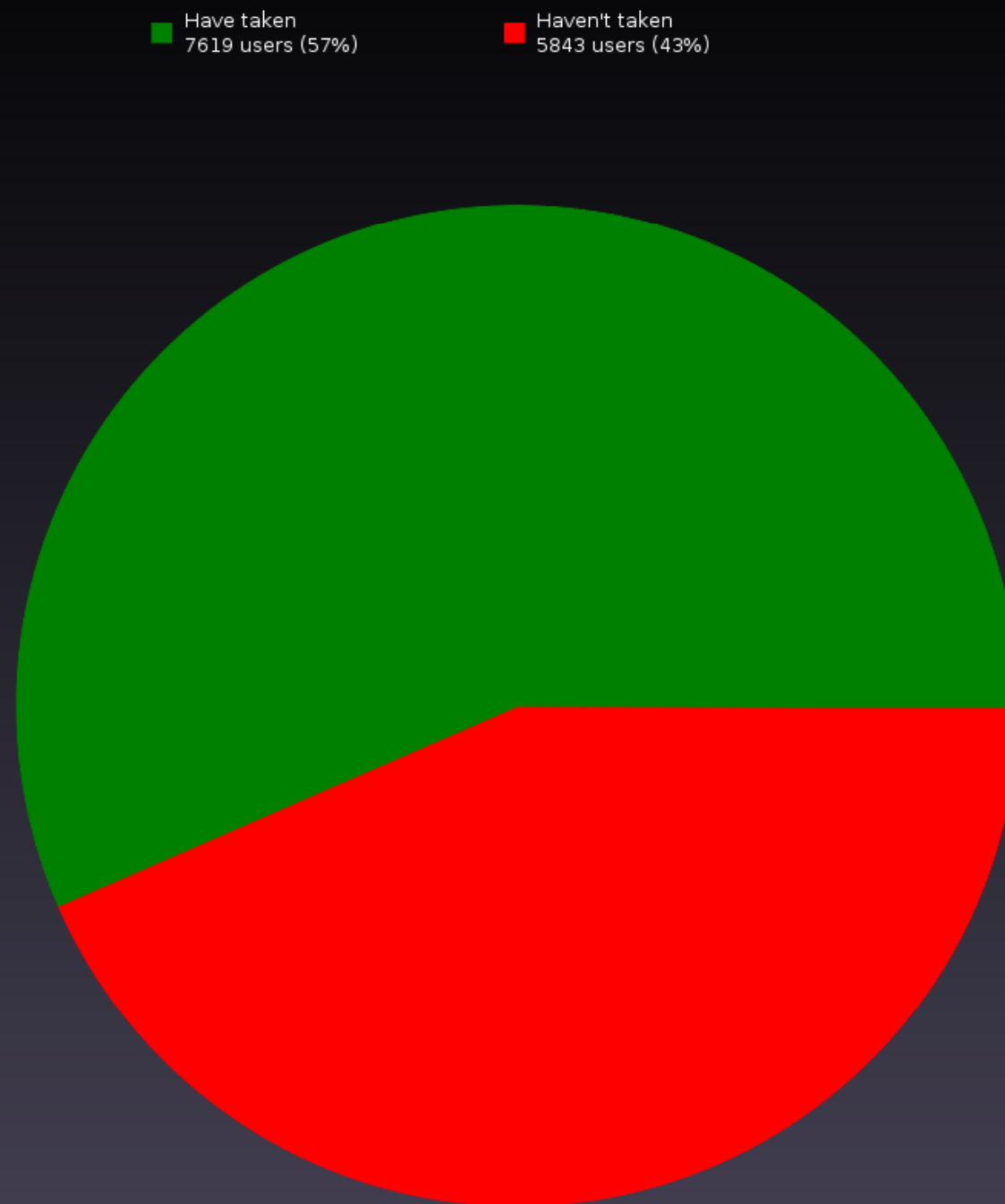






Here is a portal on BoingBoing promoting another, similar blog. Would this person pay to keep this portal charged up?

# How many players have taken missions?



57% of PMOG users have taken a Mission on PMOG.



2008 Lexus SC 430 Convertible — Yahoo! Autos

http://autos.yahoo.com/lexus\_sc\_430\_convertible/

Search:  Web Search


Yahoo! My Yahoo! Mail

Welcome, **mercibeauty**  
[Sign Out, My Account]

[Autos Home](#) - [Help](#)


**YAHOO! AUTOS**

We pursue perfection. All you have to do is select the perfect color.

 Select Color

**BUILD YOUR SC** **LOCAL DEALER**

The 2008 SC.  
Visit your local  
Lexus dealer.

 **Black Sapphire Pearl**

Search Yahoo! Autos:  Search

**HOME** **NEW CARS** **USED CARS** **RESEARCH** **FINANCE** **INSURANCE** **MAINTAIN** **GREEN CENTER** [My Auto Center](#)

[BUY A CAR](#) [CAR FINDER BETA](#) [LATEST MODELS](#) [MOST POPULAR](#) [COMPARE CARS](#) [BUILD A CAR](#) [FUTURE CARS](#) [AUTO SHOWS](#)


[New Cars](#) > [Lexus](#) > [SC 430](#) > [Convertible](#) [save](#) [send](#) [print](#)

## 2008 Lexus SC 430 Convertible

**Overview**

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[Total Cost to Own](#)  
[Rebates & Incentives](#)  
[Dealer Price Quotes](#)


**Features & Specs:**  
[Standard Features](#)  
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**ADVERTISEMENT**

We pursue perfection. All you have to do is select the perfect color.

**You found a Lexus key!**

 **Black Sapphire Pearl**

 Select Color

**BUILD YOUR SC** **LOCAL DEALER**

Done

We can offer Sponsored Missions. Here a scavenger hunt for Lexus, rewarding fans and loyalists with web-wide collectibles



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UNTANGLE THE WEB.  
Continental Airlines

# The New York Times

Thursday, April 17, 2008Last Update: 7:42 PM ET

CONTINENTAL  
Continental Airlines

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BlogsCartoons /

## THE POPE'S VISIT

### After Mass, Pope Meets Privately With Abuse Victims

By IAN FISHER and JOHN SULLIVAN 54 minutes ago

The private meeting with several victims of priestly abuse brought the pope face-to-face with a scandal that has left deep wounds in the American church.

- Slide Show: Papal Mass
- Video: From the Homily
- A Papal Discussion
- Go to Complete Coverage »

## Tensions Rise Over Disputed Zimbabwe Vote

By GRAHAM BOWLEY 6:12 PM ET

The government accused the opposition of plotting to overthrow President Robert Mugabe, and South Africa

## CHANG WE CAN BELIEVE



Gerry Broome/Associated Press

### Obama Questions Debate's Relevance

By JEFF ZELENY 52 minutes ago

Speaking in Raleigh, N.C., Senator Barack Obama said Wednesday's Democratic debate exemplified the problem with elected officials in Washington.

- Democrats' Debate: Interactive Feature | Open Caucus
- Back Story With Adam Nagourney on the Debate (mp3)

5:5

### THE CAUCUS

#### Democrats Struggle to Paint the Countryside Blue

By MATT RAI 4:19 PM ET

### MOVIES »

#### High-Wire Act for a Film Festival

This year's "Tribeca Film Festival" tilts more toward art.



#### Anatomy of a Scene

Jackie Chan discusses a fight scene from "The



### OPINION »

- Collins: Personal Baggage
- Kristof: Divided They Fall
- Egan: Small Towns
- The Board: Lieberman
- Opinionator: Carter
- Editorial: Immigration
- Read Comments (110)

### MARKETS »

At close 04/17/08

S&P. 500	Dow	NASDAQ
1,365.56	12,620.49	2,145.12

## The New York Times

### Quiz of the day

What Clinton advisor resigned in 2008 after making business decisions that contradicted Hillary's voting record?

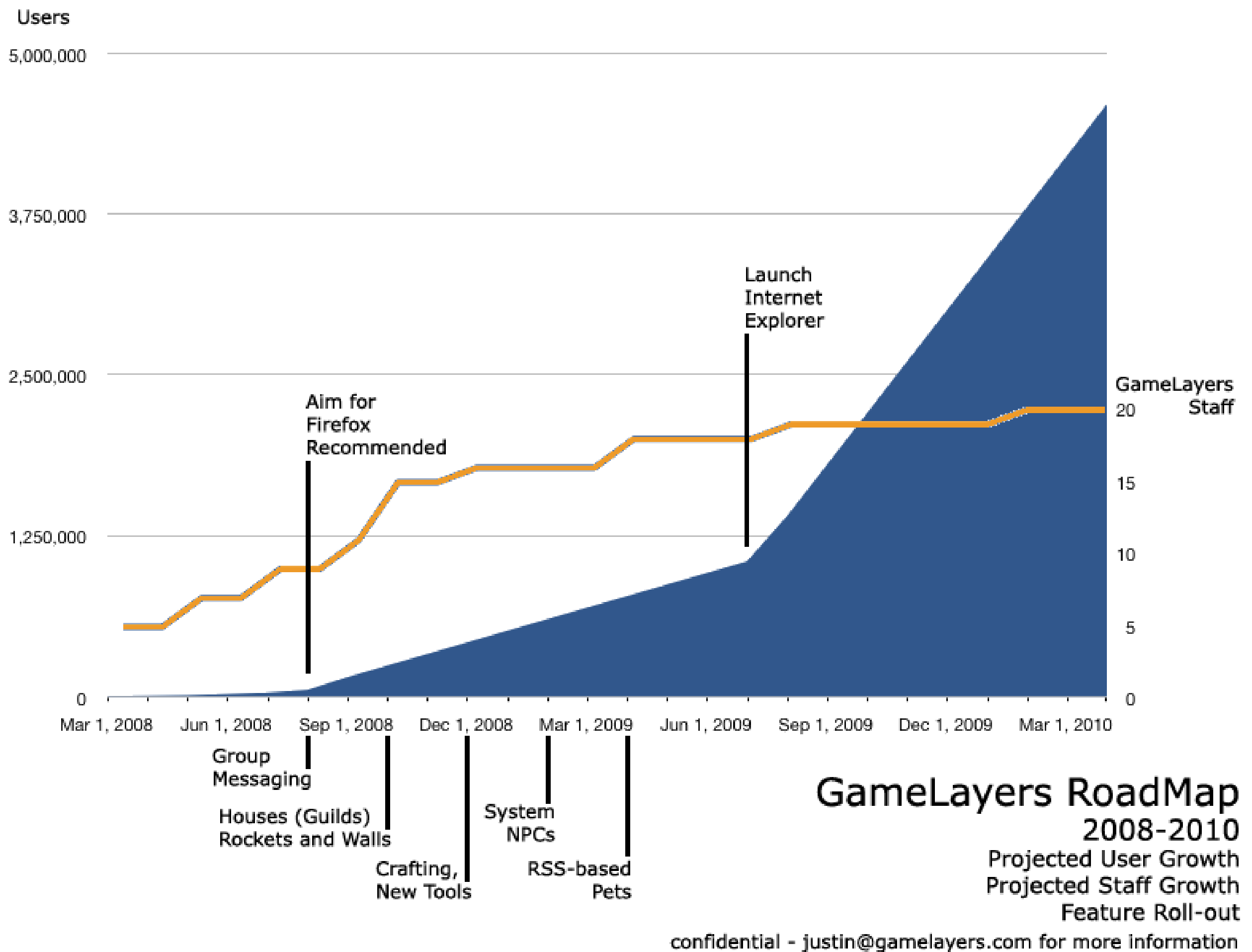
**Sandy Berger**   **Mark Penn**

merc156Seer3521564 (Off)7426IM

http://thecaucus.blogs.nytimes.com/2008/04/17/about-last-night/index.html?hp

Quizzes in Missions would allow sponsors to verify engagement.





we have social browsing features we will be launching over the next few months and growth projections based on other browser experiences

Breaking News and Opinion on The Huffington Post

http://www.huffingtonpost.com/ Google

# THE HUFFINGTON POST

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

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HOME POLITICS MEDIA BUSINESS ENTERTAINMENT LIVING 23/6 More on HuffPost...

Off The Bus: Clinton Ends Not With A Bang But A Squeak

SITE SEARCH Ask

## OBAMAMANIA IS BACK



Clinton barely squeaks by with a win in Indiana!  
From Twitter

... LAWRENCE O'DONNELL EXCLUSIVE: HILLARY WILL DROP OUT BY JUNE 15...  
...TOP DEMOCRATS TELL CLINTON IT'S OVER...VOWS TO KEEP FIGHTING...  
...Out Of Math, Money And Momentum...Lends Herself Another \$6.4 Million...  
Obama Gets 4 More Superdelegates...

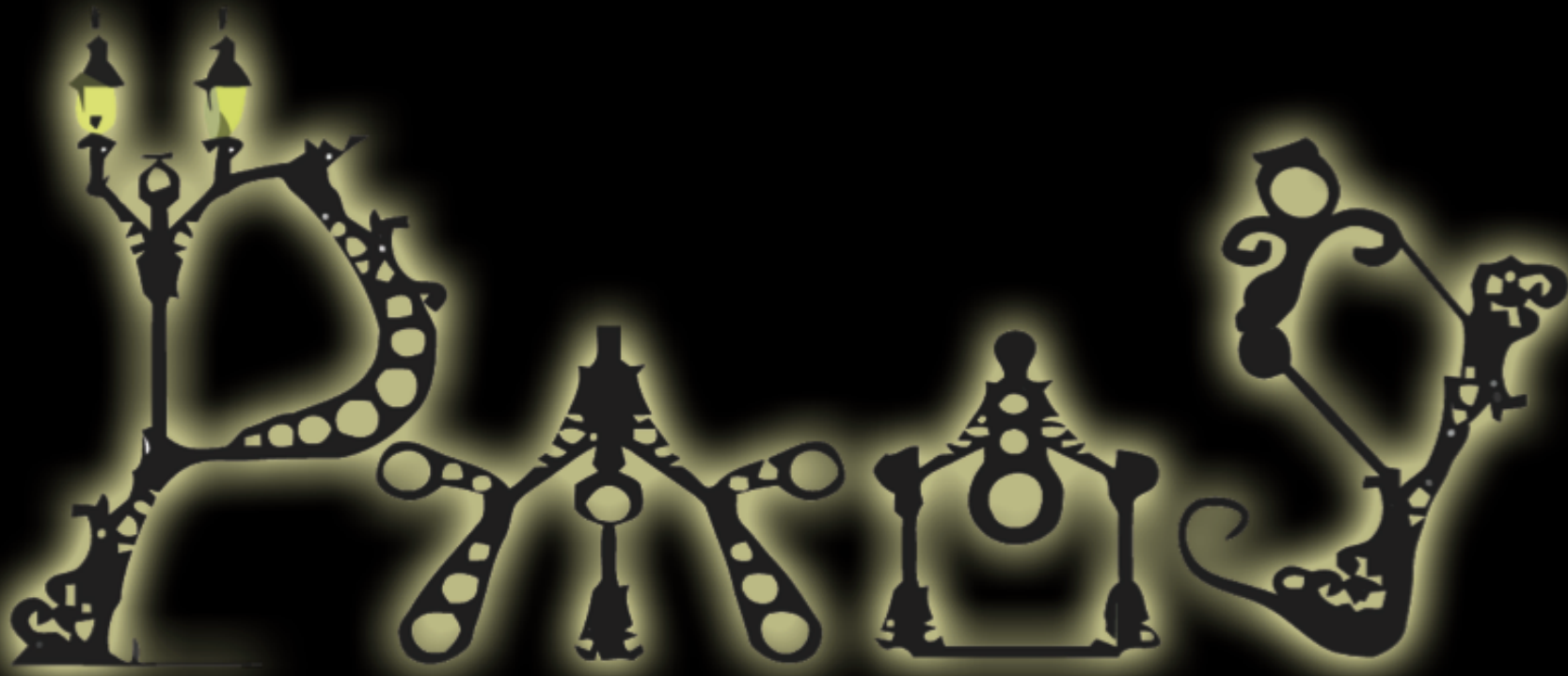
Quick Read | Comments (1503)

Adrianna

Done

Here someone has attached an RSS feed to this page through a future PMOG tool. For example, it can stream their latest twitter on top of any page.





play the web

GameLayers, Inc.  
<http://gamelayers.com>  
+ 1-888-480-PMOG

Justin Hall  
[justin@gamelayers.com](mailto:justin@gamelayers.com)

We don't have all the answers, we have an exciting platform for play across the web. We're looking for partners to help us expand and reach a broad audience.



The New York Times – Breaking News, World News & Multimedia

http://www.nytimes.com/

HOME PAGE MY TIMES TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

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**HEADROOM. LEGROOM. BREATHING ROOM.**

**The New York Times**

Wednesday, May 7, 2008 Last Update: 9:42 PM ET

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OPINION

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Movies  
Music  
Television  
Theater  
STYLE  
Dining & Wine  
Fashion & Style  
Home & Garden  
Weddings/  
Celebrations  
TRAVEL

Blogs

**Support for Clinton Wanes as Obama Sees Finish Line**  
By PATRICK HEALY and JEFF ZELENY 7:57 PM ET  
Senator Hillary Rodham Clinton struck a publicly defiant posture, while some of her advisers said privately that they remained unsure about the future of her candidacy.

- Video: John Harwood Examines the Results
- Full Results | Superdelegates
- Delegate and Vote Totals

**LATEST DEVELOPMENTS**

- Clinton has lent her campaign \$6 million over the last month.
- George McGovern is switching his endorsement to Obama.

**Pundits Declare the Race Over**  
By JIM RUTENBERG 12:35 PM ET

**Steampunk Moves Between 2 Worlds**  
By RUTH LA FERLA  
Steampunk, a subculture that is the aesthetic expression of a time-traveling fantasy world, is a trend that is rapidly outgrowing niche status.

- Slide Show: Steampunk

**Myanmar Faces Pressure to Allow Major Aid Effort**  
By GRAHAM BOWLEY and STEVEN ERLANGER 6:58 PM ET  
An American diplomat warned of the possibility that the death toll could rise sharply, and a French diplomat urged the U.N. to

**SMALL BUSINESS »**  
**Student Consultants Supply Fresh Insights**  
Business students doing field work at local firms is nothing new, but the trend has picked up in recent years.

**Why Leisure Matters in a Busy World**  
Lessons on the importance of leisure from a surprising source — the lives of those in prison.

**OPINION »**

- Editorial: The Real Race
- Post a Comment (443)
- Friedman: Democracies
- Dowd: Which Hillary?
- Brooks: Hobbled Nominees
- Op-Ed: Burger and Spies

**MARKETS »** At close 05/07/2008

S.&P. 500	Dow	Nasdaq
1,392.57	12,814.35	2,438.49
-25.69	-206.48	-44.82
-1.81%	-1.59%	-1.80%

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**COACH**  
LEATHERWARE  
EST. 1941

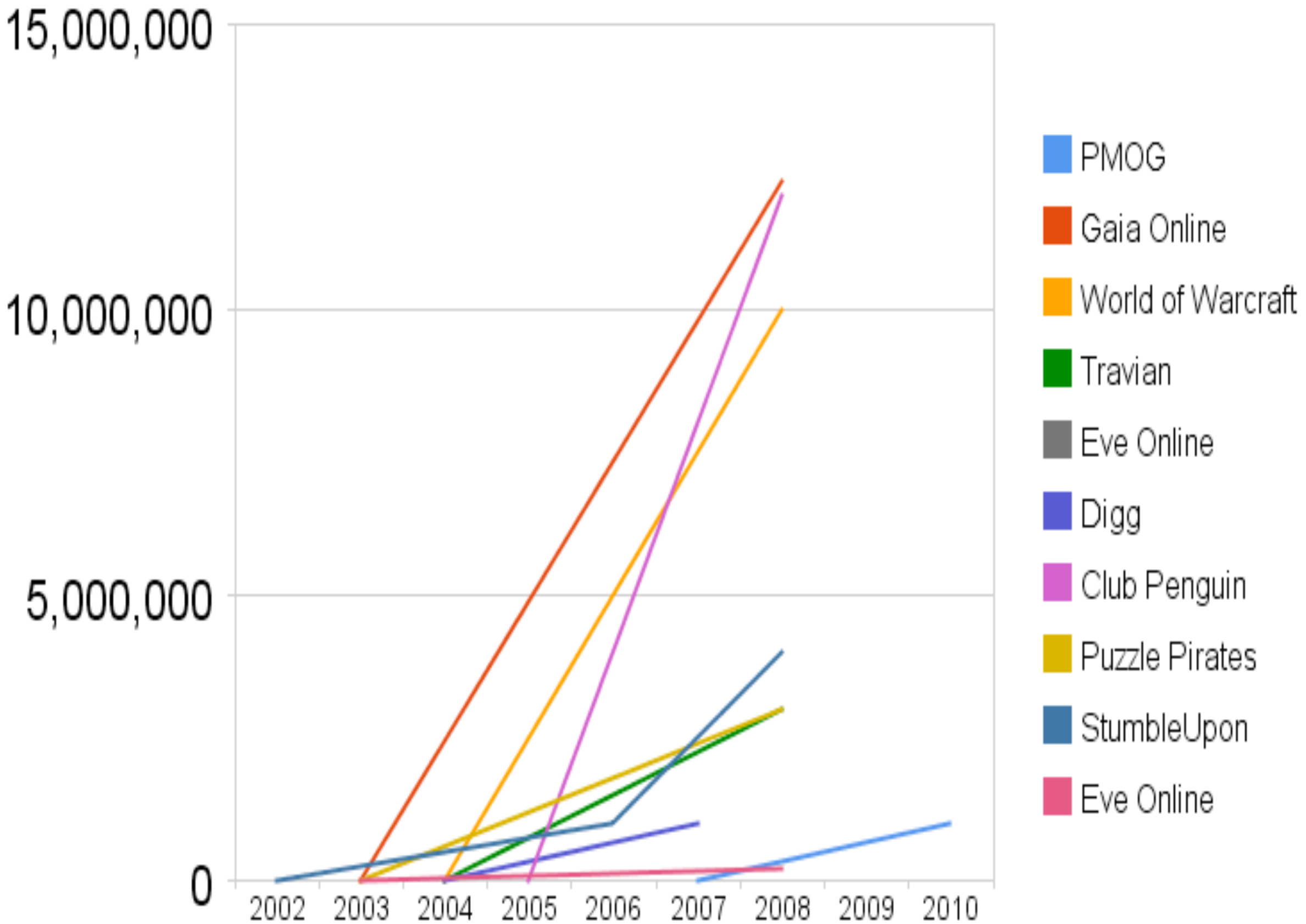
10 11 IM 27 27 30 94 6 (Off) 4528

http://www.nytimes.com/2008/05/08/fashion/08PUNK.html?hp

Technology + romance = Steampunk



## PMOG Comparative Populations





# GameLayers Series A Growth

	Users	Bodies	Burn	Features / Notes	Revenues	Missions	Badges	<u>Virtuals</u>
Mar 1, 2008	3,000	5			\$780	\$480	\$240	\$60
Apr 1, 2008	6,000	5	\$70,458		\$1,560	\$960	\$480	\$120
May 1, 2008	10,000	7	\$140,917	AJAX, XUL, Badges	\$2,600	\$1,600	\$800	\$200
Jun 1, 2008	20,000	7	\$289,408		\$5,200	\$3,200	\$1,600	\$400
Jul 1, 2008	30,000	9	\$509,306	Enhanced Leveling; aim for recommended	\$7,800	\$4,800	\$2,400	\$600
Aug 1, 2008	50,000	9	\$673,214	@groups; sponsorship	\$13,000	\$8,000	\$4,000	\$1,000
Sep 1, 2008	150,000	11	\$838,322		\$39,000	\$24,000	\$12,000	\$3,000
Oct 1, 2008	240,000	15	\$1,021,831	Houses; Rockets and Walls	\$62,400	\$38,400	\$19,200	\$4,800
Nov 1, 2008	330,000	15	\$1,050,389		\$85,800	\$52,800	\$26,400	\$6,600
Dec 1, 2008	420,000	16	\$1,243,656	Jollies, New Tools, Medallions	\$109,200	\$67,200	\$33,600	\$8,400
Jan 1, 2009	510,000	16	\$1,439,222		\$132,600	\$81,600	\$40,800	\$10,200
Feb 1, 2009	600,000	16	\$1,644,181	System NPCs	\$156,000	\$96,000	\$48,000	\$12,000
Mar 1, 2009	690,000	16	\$1,845,939		\$179,400	\$110,400	\$55,200	\$13,800
Apr 1, 2009	780,000	18	\$2,057,089	RSS-based Pets	\$202,800	\$124,800	\$62,400	\$15,600
May 1, 2009	870,000	18	\$2,277,689		\$226,200	\$139,200	\$69,600	\$17,400
Jun 1, 2009	960,000	18	\$2,502,181	(projected revenues exceed burn rate)	\$249,600	\$153,600	\$76,800	\$19,200
Jul 1, 2009	1,050,000	18	\$2,736,472	Internet Explorer	\$273,000	\$168,000	\$84,000	\$21,000
Aug 1, 2009	1,400,000	19	\$2,980,156		\$364,000	\$224,000	\$112,000	\$28,000
Sep 1, 2009	1,800,000	19	\$3,236,164		\$468,000	\$288,000	\$144,000	\$36,000
Oct 1, 2009	2,200,000	19	\$3,484,372		\$572,000	\$352,000	\$176,000	\$44,000
Nov 1, 2009	2,600,000	19	\$3,734,881		\$676,000	\$416,000	\$208,000	\$52,000
Dec 1, 2009	3,000,000	19	\$3,993,822		\$780,000	\$480,000	\$240,000	\$60,000
Jan 1, 2010	3,400,000	19	\$4,249,564		\$884,000	\$544,000	\$272,000	\$68,000
Feb 1, 2010	3,800,000	20	\$4,503,006		\$988,000	\$608,000	\$304,000	\$76,000
Mar 1, 2010	4,200,000	20	\$4,777,147		\$1,092,000	\$672,000	\$336,000	\$84,000
Apr 1, 2010	4,600,000	20	\$5,043,489		\$1,196,000	\$736,000	\$368,000	\$92,000

(accumulative)

## Sponsored Missions (monthly)

% participation	completed	cost-per-completion
4%	2	\$2.00

## Sponsored Badges (monthly)

% participation	new badges	cost-per-earn
2%	2	\$2.00

# GameLayers Revenue Tests

	Users	Revenues	Missions	Badges	<u>Virtuals</u>
Mar 1, 2008	3,000	\$780	\$480	\$240	\$60
Apr 1, 2008	6,000	\$1,560	\$960	\$480	\$120
May 1, 2008	10,000	\$2,600	\$1,600	\$800	\$200
Jun 1, 2008	20,000	\$5,200	\$3,200	\$1,600	\$400
Jul 1, 2008	30,000	\$7,800	\$4,800	\$2,400	\$600
Aug 1, 2008	50,000	\$13,000	\$8,000	\$4,000	\$1,000
Sep 1, 2008	150,000	\$39,000	\$24,000	\$12,000	\$3,000
Oct 1, 2008	240,000	\$62,400	\$38,400	\$19,200	\$4,800
Nov 1, 2008	330,000	\$85,800	\$52,800	\$26,400	\$6,600
Dec 1, 2008	420,000	\$109,200	\$67,200	\$33,600	\$8,400
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Mar 1, 2009	690,000	\$179,400	\$110,400	\$55,200	\$13,800
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Jun 1, 2009	960,000	\$249,600	\$153,600	\$76,800	\$19,200
Jul 1, 2009	1,050,000	\$273,000	\$168,000	\$84,000	\$21,000
Aug 1, 2009	1,400,000	\$364,000	\$224,000	\$112,000	\$28,000
Sep 1, 2009	1,800,000	\$468,000	\$288,000	\$144,000	\$36,000
Oct 1, 2009	2,200,000	\$572,000	\$352,000	\$176,000	\$44,000
Nov 1, 2009	2,600,000	\$676,000	\$416,000	\$208,000	\$52,000
Dec 1, 2009	3,000,000	\$780,000	\$480,000	\$240,000	\$60,000
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Feb 1, 2010	3,800,000	\$988,000	\$608,000	\$304,000	\$76,000
Mar 1, 2010	4,200,000	\$1,092,000	\$672,000	\$336,000	\$84,000
Apr 1, 2010	4,600,000	\$1,196,000	\$736,000	\$368,000	\$92,000

## Sponsored Badges (monthly)

% participation	new badges	cost-per-earn
2%	2	\$2.00

## Sponsored Missions (monthly)

% participation	completed	cost-per-completion
4%	2	\$2.00

## Virtual Goods (monthly)

% participation	purchases	cost-per-purchase
1%	2	\$1.00

# Revenue Projections

do we even want to discuss revenue projections?



# Growing GameLayers

	Level	Team	Title	\$94,167	Salary	Duties
	Engineering			\$95,833		
	Executive	Tech	CTO	\$15,000	\$180,000	Prototyping & PMOG overview
	Senior	Tech	Lead Engineer	\$11,667	\$140,000	test scaffolding and performance
	Senior	Tech	Analyst/Programmer	\$10,000	\$120,000	tickets and <u>refactoring</u>
	Senior	Tech	Senior Developer	\$10,000	\$120,000	XUL and Ruby on Rails
	Senior	Tech	Senior Developer	\$8,333	\$100,000	Ruby on Rails
	Junior	Tech	Web Developer	\$7,500	\$90,000	new and revised site features
	Junior	Creative	Web Developer	\$5,000	\$60,000	HTML design and dynamic d
	Senior	Creative	XUL Programmer	\$8,333	\$100,000	Everything XUL
	Senior	Admin	Sys Admin	\$6,667	\$80,000	System <u>Administration</u>
	Senior	Creative	Tools Programmer	\$6,667	\$80,000	Widget/Flash/Mobile
	Junior	Tester		\$3,333	\$40,000	Quality Assurance
	Junior	Tester		\$3,333	\$40,000	Quality Assurance
	Design			\$94,167		
	Executive	<u>Creative/</u>	CCO	\$11,667	\$140,000	Prototyping & PMOG overview
	Junior	Game Design	ARG Designer	\$4,167	\$50,000	Prototyping and community d
	Junior	Game Design	Puzzle Game Designer	\$4,167	\$50,000	Prototyping and level design
	Senior	Creative	Story Designer	\$4,167	\$50,000	Writing
	Senior	Creative	Experience Designer	\$5,833	\$70,000	UI and UE design
	Junior	Creative	Graphic Designer	\$4,167	\$50,000	imaging, design
	Junior	Creative	Web Designer	\$4,167	\$50,000	Web templates, layouts
		Creative	Illustrators	\$6,000		Illustration
			Promotions	\$2,000		Promotions
			Interns	\$2,000		Interns
		Team				
	Admin			\$38,333		
	Executive	Admin	CEO	\$11,667	\$140,000	Company Vision and Business
	Senior	Admin	Executive Producer	\$8,333	\$100,000	Producer, schedule keeper
	Junior	Admin	Admin Assistant	\$4,167	\$50,000	Admin assistance, travel boo
		Admin	Accounting	\$9,167	\$110,000	Bookkeeper - 2 days a week
		Admin	Office Manager	\$5,000	\$60,000	Organizing and maintaining t
	Sales & Marketing			\$19,167		
	Senior	Community	Relations Manager	\$4,167	\$50,000	Organizing our approach to c
	Junior	Community	Relations Specialist	\$3,333	\$40,000	Tracking user feedback and i
	Senior	Community	Ambassador	\$4,167	\$50,000	Presenting a friendly face for
	Senior	<u>BizDev</u>	Ad Sales	\$4,167	\$50,000	recruiting prospects for a nev
	Junior	<u>BizDev</u>	Ad Sales	\$3,333	\$40,000	recruiting prospects for a nev

# Creative



Alternate Reality  
Game Designer

atomized,  
overarching story



Casual Puzzle Game  
Designer

easy addictive  
games



Web/UI Designer

accessibility



# Technical



XUL Programmer

browser integration



API Developer

breaking into and out  
of PMOG



Rails Programmer

elegant, scalable code



Systems Admin

scaling

# Community / Marketing



Community  
Manager



Ad Sales