



STARWARD INDUSTRIES

Public Presentation

April 2021

PRESENTATION PLAN

- Game
- Team
- Investment Story
- Marketing
- Production
- Next titles

THE INVINCIBLE

A videogame by Starward Industries



FIRST GAME - KEY FACTS

Starward Industries is now working on its first **FPP game**:

- a narrative adventure game, **Sci-Fi Thriller**
- the **retro-futuristic** atompunk **art style**
- an adaptation of Stanislaw Lem's novel "The Invincible"

Key facts:

- Game mode: **Singleplayer**
- Engine: **Unreal Engine 4** (possible switch to 5)
- Setting: **Cosmos**, mysterious, distant planet
- Playtime: **~8 hours** (non-linear structure)
- Platforms: Next-gen consoles + PC
- Premiere: **2022**

Tags:

- Story-Rich
- Immersive Space
- Exploration
- Atmospheric
- Sci-Fi
- Mature
- Thriller
- Philosophical
- Mystery



THE INVINCIBLE - 3 PILLARS

New Mature Atompunk



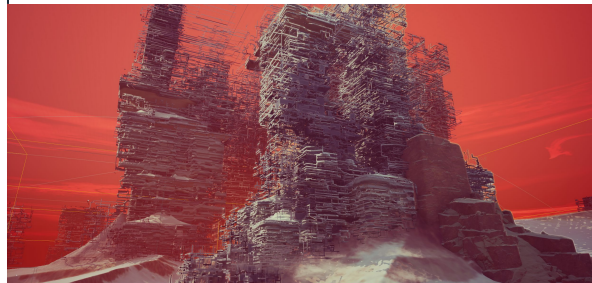
A retro-futuristic visual style that's instantly recognizable on its own

Deep Interactive Story



An adventure full of choices, drama, and action based on a highly acclaimed sci-fi classic by Stanisław Lem

Exciting Alien Civilization



Unfathomable concept of necro-evolution, in which artificial beings evolve. Non-organic, indifferent but deadly

CORE DEV TEAM

- Very experienced creators
- All developers are shareholders
- Co-created some big, polish titles



CREATIVE TEAM 2018/2019



Marek
Markuszewski



Daniel
Betke



Mariusz
Antkiewicz



Wojciech
Ostrycharz



Sebastian
Służka



Piotr
Mierzwa



Mateusz
Lendor



Brunon
Lubas



Witcher 3
CD Projekt RED

Producer

Senior
Programmer

QA Analyst

Environment
Artist

Outsource
Animator



**Witcher 3: Blood
and Wine**
CD Projekt RED

Producer,
Project Manager

Senior Engine
Programmer

QA Analyst

Environment
Artist



Cyberpunk 2077
CD Projekt RED

Senior Producer

Senior Engine
Programmer

Gameplay
Designer



Two World 2
Reality Pump

Lead Engine
Programmer

Outsource
Animator



**Call of Juarez:
Gunslinger**
Techland

Lead Concept
Artist



Dead Island
Techland

Senior Concept
Artist

Outsource
Animator



Dying Light
Techland

Senior Concept
Artist



Observer
Bloober Team

Engine
Programmer

Lead Artist

Environment
Artist



Layer of Fear 2
Bloober Team

Engine
Programmer

Project Manager

Lead Artist

Environment
Artist

Sound Designer,
Composer

NEW HIRES 2020/2021



Michał Cholewa
Narrative Consultant



Maciej Dobrowolski
Marketing Manager



Michał Napora
Community Manager



Hubert Olkowski
Writer



Damian Milas
Level Designer



Bartosz Kamiński
Programmer



Maria Werewka
Animator



Mateusz Niemiec
Environment Artist



Aleksander Filek
Junior Developer



Karol Mikołajko
QA Analyst

MANAGEMENT BOARD



Marek Markuszewski
Chief Executive Officer



Mariusz Antkiewicz
Gameplay Designer



Daniel Betke
Lead Programmer



Dawid Sękowski
Chief Operating Officer

SUPERVISORY BOARD



Kamil Klinowski
Lead Investor



Marcin "Gulash" Górecki
Gameplay Advisor



Przemysław Marmul
Publishing Advisor

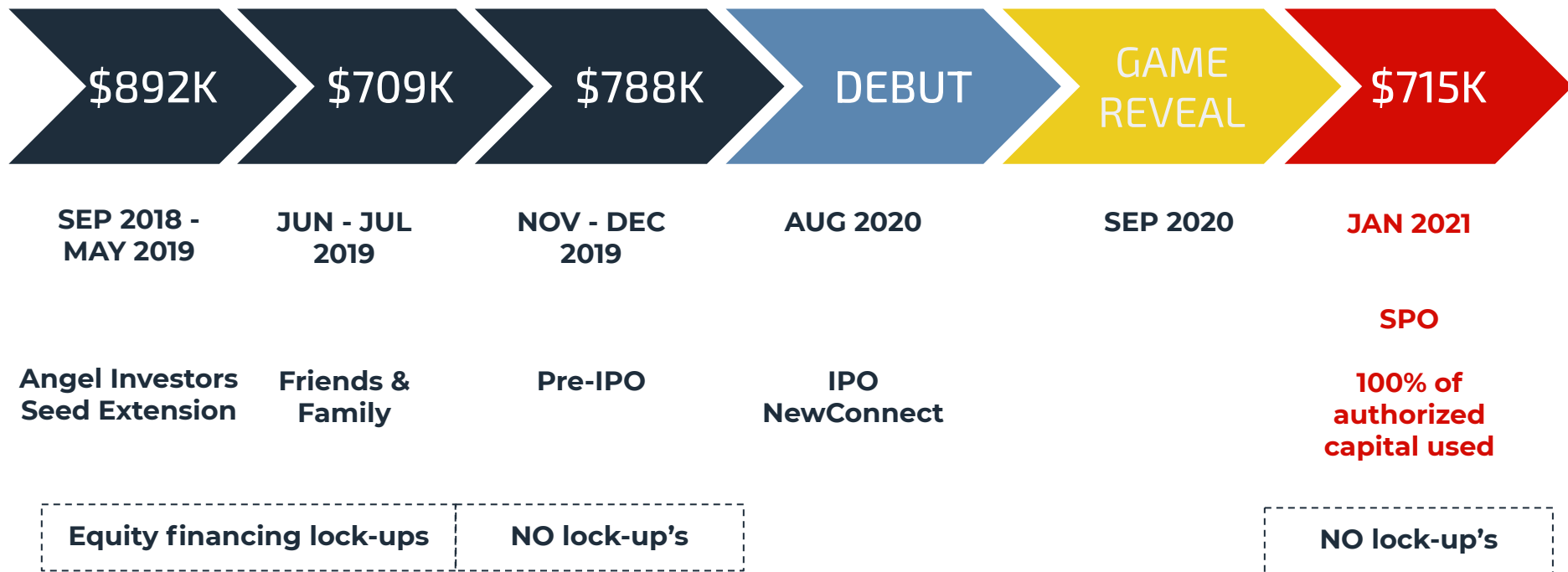


Michał Siennicki
Individual Investors'
Representative



Wojciech Weiss
Corporate and Business
Execution Advisor

EQUITY VOYAGE AND TIMELINE



INSTITUTIONAL INVESTOR

- Investor's name: **Acion Master Fund** managed by **Acion Partners Ltd.**
- Investor type: **institutional**
- Investor's country: **Hong Kong**
- Subscription type: **private**
- Shares series: **I**
- Number of shares: **27,995**
- Subscription price: **\$25.53***
- Subscription value: **\$714,609.21***
- Status: subscription **successfully placed** (100% shares acquired),
shares dematerialized and **admitted to trading at**
NewConnect since May 7th, 2021



**ACION
PARTNERS**



KKR

*Based on average exchange rate 1 USD = 3.8 PLN

Figures are rounded as the shares subscription was conducted in polish zloty i.e. subscription value 2,715,515.00 PLN, share price 97.00 PLN

STOCK ISSUE - GOALS

- Increasing the marketing budget of the game
- Expanding the game development budget
- Conducting conceptual work on the next game before the premiere of The Invincible
- The possible acquisition of copyrights or licenses for new works to be adapted

FUNDING ROUNDS

\$27K

Incorporation

Series A,B
Sep 2018

Share price: 0.03 USD
Shares issued: 1.19M
Total shares: 1.19M

\$254K

Funding

Series C
Nov 2018

Share price: 1.04 USD
Shares issued: 245K
Total shares: 1.44M

\$256K

Funding

Series D
FEB 2019

Share price: 2.32 USD
Share issued: 110K
Total shares: 1.55M

\$355K

Funding

Series E
May 2019

Share price: 5.26 USD
Share issued: 67.5K
Total shares: 1.61M

\$709K

Funding

Series G
Jun 2019

Share price: 6.18 USD
Share issued: 114K
Total shares: 1.73M

\$788K

Funding

Series H
Nov 2019

Share price: 10.79 USD
Share issued: 73K
Total shares: 1.84M

\$715K

Funding

Series I
Jan 2021

Share price: 25.53 USD
Share issued: ~28K
Total shares: 1.87M

Valuation
\$1.5M

Valuation
\$3.6M

Valuation
\$8.5M

Valuation
\$10.7M

Valuation
\$19.4M

Valuation
\$46.7M*

Incorporation

Licence securing

Talent pool

IP and Studio setup

Core team boarding

Production milestone:

MS-01

Production milestone:

MS-02

Production milestone:

MS-02

Production milestone:

MS-03

Production milestone:

MS-04

Production milestone:

MS-10

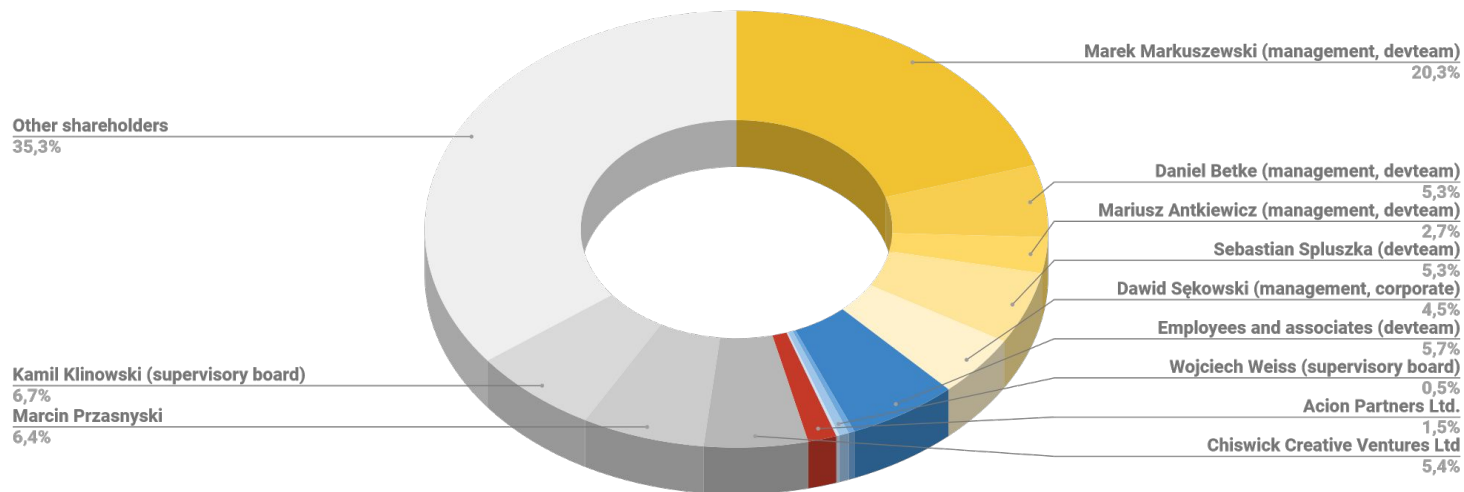
Investment agreement - capital committed on Jun 2018

Friends & Family

Pre-IPO

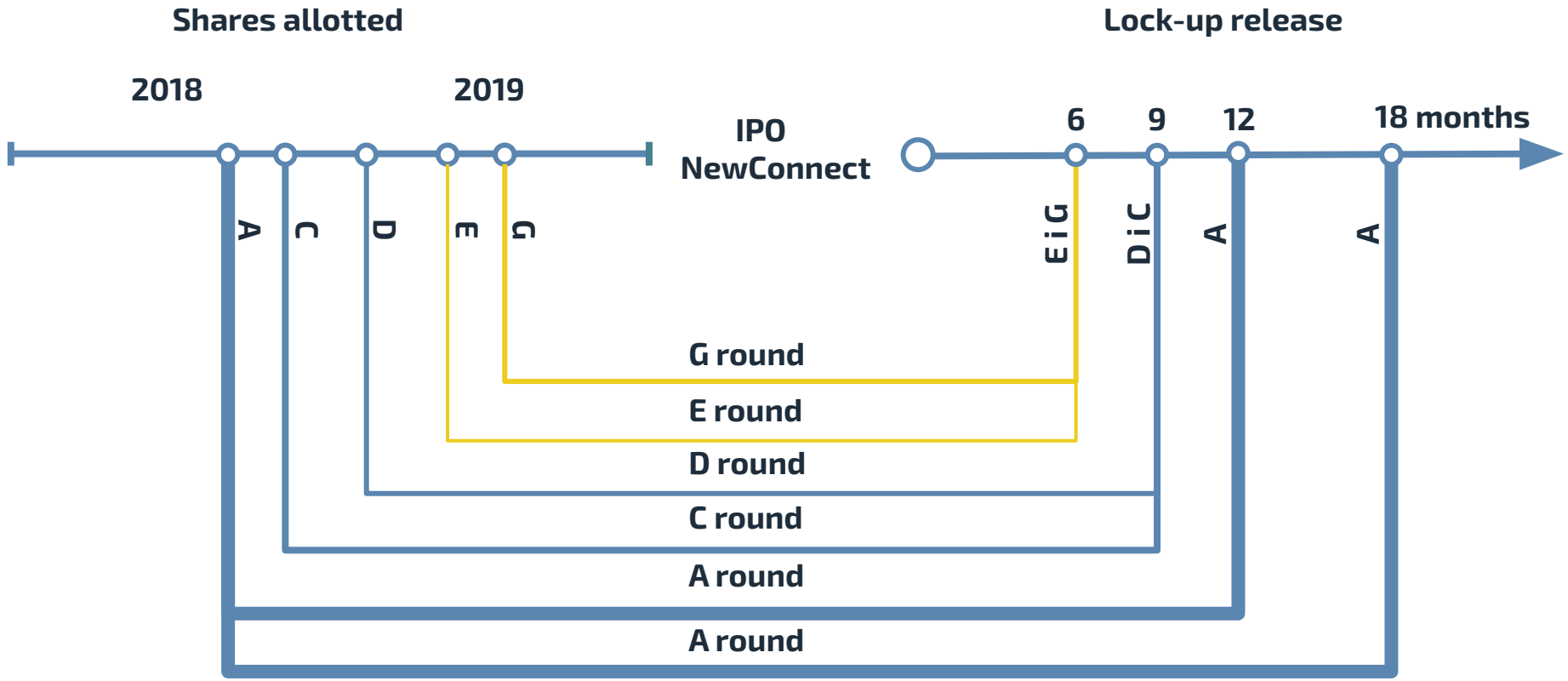
SPO

SHAREHOLDERS' STRUCTURE



Shares issued: 1 875 995
As of April 8th, 2021

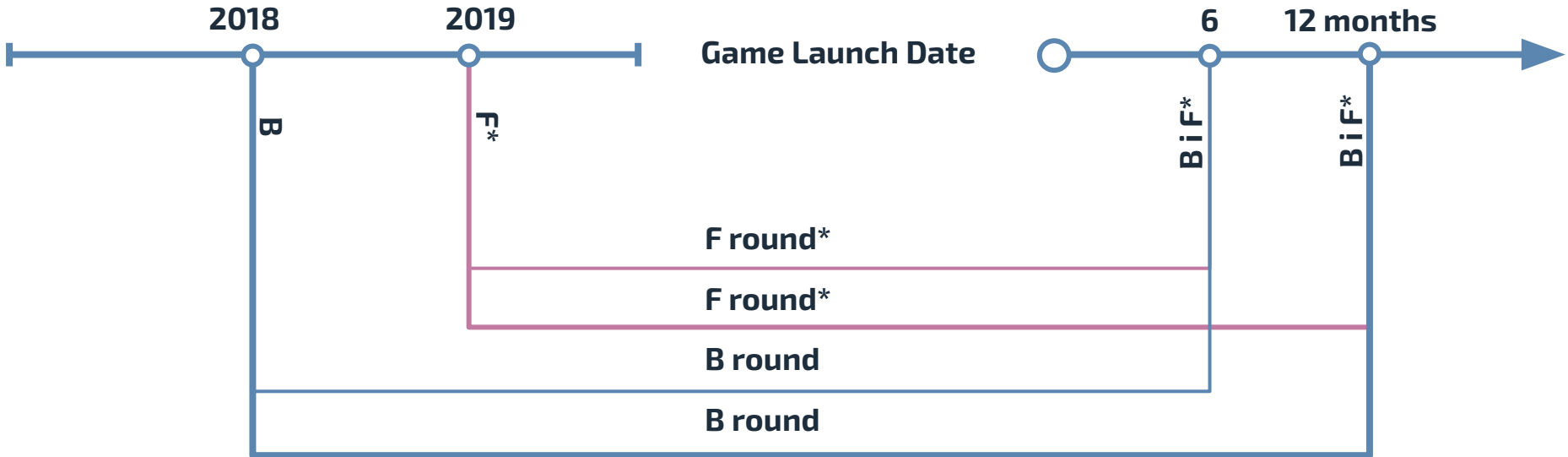
LOCK-UP RELEASE TOWARDS IPO DATE



LOCK-UP RELEASE TOWARDS LAUNCH DATE

Shares allotted

Lock-up release



*F round = ESOP (Employee Stock Ownership Plan) - not issued to the full extent yet

STOCK QUOTES TRANSFER TO GPW

- Starward Industries is considering a transfer from the NewConnect market to **GPW**
- Currently, an analysis is underway regarding the fulfillment of formal requirements and the cost of handling quotations on the “big trading floor”
- The likely date of changing the quotation system to the parallel market is **2022**



CORPORATE TEAM



Dawid Sękowski
Chief Operating Officer



Andrzej Szafraniec
Chief Legal Officer



Marta Skwarska
Administrative Manager



Kamila Wojciechowska
Operating Officer



Dominika Wciśło
Junior Legal Officer

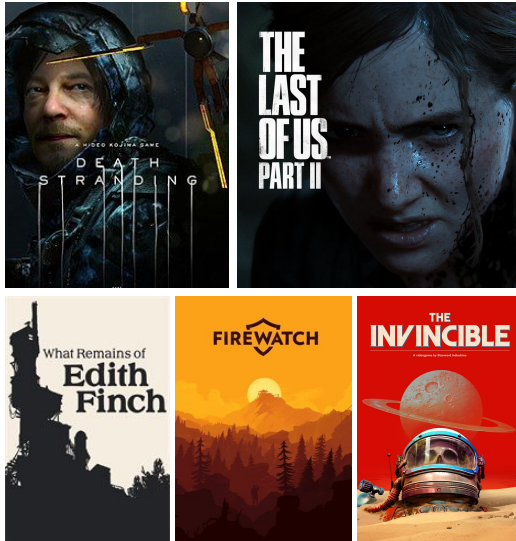
STARWARD'S MANIFESTO

- **Individual investor's** friendly studio
- **Transparent,** reliable market communication
- Premium Indie / **AA+**
- **Multiplatform** approach to game production
- **Marketing** wise strategy
- Whole core team among **shareholders**

MAIN MARKETING GOALS

THE INVINCIBLE

becoming a reference for
narrative games



STARWARD INDUSTRIES

being recognized as an
independent studio that
creates high quality
meaningful
entertainment



**STARWARD
INDUSTRIES**

MARKETING CAMPAIGN PLAN

- Campaign divided into **phases**
- Series of **sub-campaigns** built around game and company USP's
- Selection of **events** on which the publications of major marketing materials will be made
- Choosing and establishing cooperation with **partners** (use of big and stabilized channels and communities)
- Determining the **goals** (KPI) for six months, three months and the moment of premiere (wishlist, fans, community, views etc.)
- Determining the **scope** of marketing materials and choosing contractors
- Determination of marketing **budgets**

GAME ANNOUNCEMENT - SEPTEMBER 15, 2020

Assets

- Steam Page ([Link](#))
- Music Video on YouTube ([Link](#))
- 7 screenshots
- 4 exclusive screenshots

Budget

- **\$ 5K** PR Agency
- **\$ 1K** Social support
- **\$ 2K** Facebook posts boost

Channels

- Steam
- Official website
- Facebook
- Twitter
- YouTube
- Media coverage







ALLIANCE HEROES

BRAKE
OFF ON
SOUND
OFF ON

EMMET 2001
ELRON 42



FRAM REGU
TIME 0001 1100
COORD 2712 1355

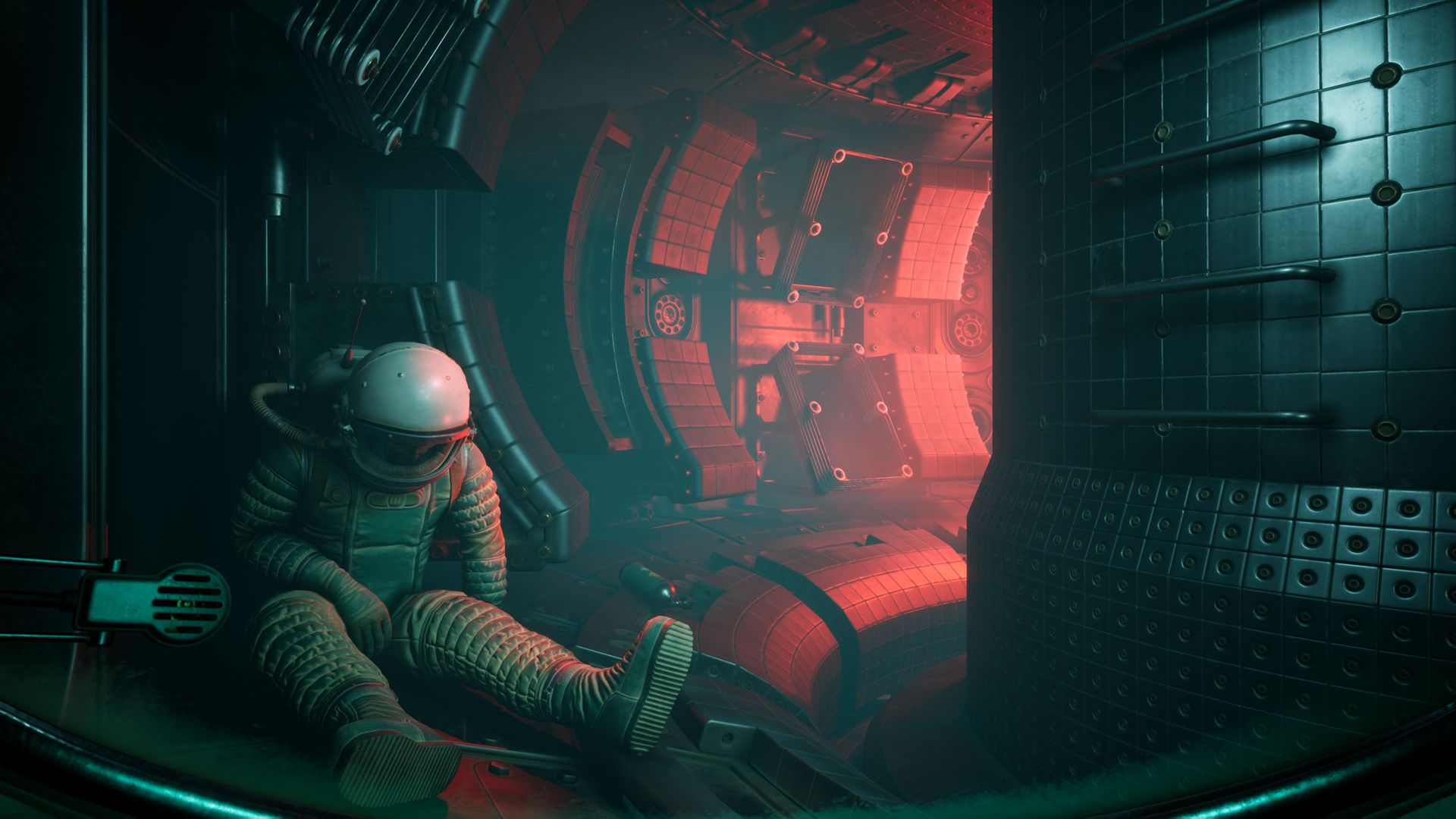
MODE AUTO
GOAL SECU CREW
ROUT FOLL ID23
ENEM NONE NONE

BATT 020% STAB

SCAN 005% STAB
MOVE 015% STAB
CANN 000% STAB
SHLD 000% STAB

FOLLOW ID23













CAMPAIGN RESULTS

Media

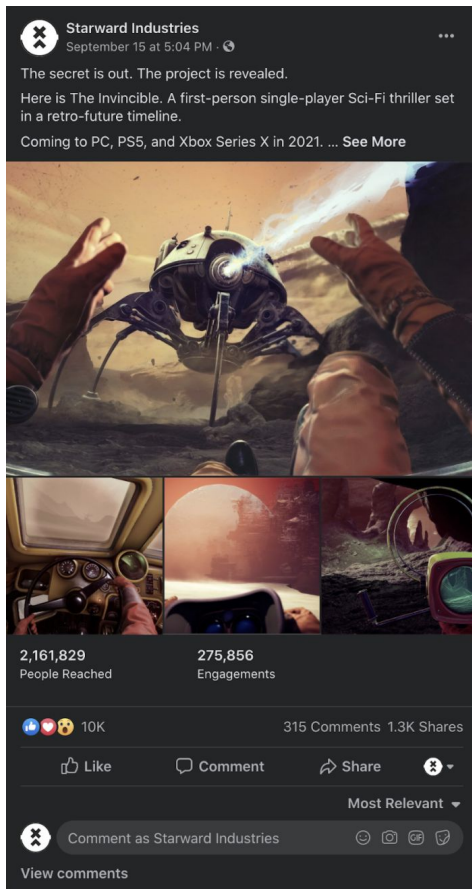
- 300+ sites wrote about the game, including major media like:
 - GameSpot: **79M (monthly visits)**
 - IGN: **76M**
 - PCGamer: **20M**
 - GamePressure: **10.7M**
 - VG247: **5.8M**
 - Rock Paper Shotgun: **5.4M**
 - Destructoid: **2.4M**
 - GameInformer: **2M**
 - Gamasutra: **1.1M**
 - GameIndustry.biz: **1.1M**

The screenshot shows a webpage from Rock Paper Shotgun. At the top left is the site's logo, 'ROCK PAPER SHOTGUN', with the tagline 'PC Gaming since 1873'. To the right of the logo are navigation links: 'Reviews', 'News', 'Hardware', 'Features', 'Videos', 'Guides', and 'Supporters Only'. Further right is a search bar with the text 'Search the site' and a 'Go' button. Below the search bar are more navigation links: 'Our game of the month', 'Bestest Bests', 'Latest free PC games', 'Game & hardware deals', 'Early Access reviews', 'Podcast', and 'Forum'. At the bottom right of the top navigation is a 'Visit our store' button. The main content area features a breadcrumb trail: 'Home > PC Game News > The Invincible'. The article title is 'The Invincible is a gorgeous treat through a Polish sci-fi classic'. The author is 'Natalie Clayton', a 'Contributor', with a date of '10th September 2023 / 9:49PM'. The article's main image shows a yellow and black rover on a rocky, orange-hued planet surface. Below the image is a paragraph of text: 'You called a spaceship *The Invincible*? Rookie mistake, lads. That's just asking for a wreckage. Fortunately, retrofuturist space disasters make for bloody gorgeous videogames, the latest being a first-person thriller from new studio Starward Industries. Formed of folks with *The Witcher*, *Cyberpunk*, *Dying Light* and more, the devs are now shooting for an atompunk space horror with the dinkiest little moon-rover I've ever seen.' Below this is another paragraph: 'While there isn't a proper trailer, per se, the devs have released a 5-minute tease featuring some delightfully spooky sci-fi synths. Sit a minute and catch some vibes with me, yeah?' This is followed by a video player for 'The Invincible - Music Preview' with an RPS logo. Below the video player is a paragraph: 'Old sci-fi is good sci-fi. I reckon. The only other game I can think of that's gunning for this same kind of "knackered old space-pulp cover art" is perhaps *No Man's Sky*, although the title card immediately evokes underrated dogfighter *House Of The Dying Sun*. But *The Invincible* has one particular pile of dusty old novels in mind over the others, those being the works of Krakow-born author Stanislaw Lem - in particular, his bleak hard sci-fi novel *The Invincible*.' Below this is a quote: '"Lem centres on dynamics of humanity and societies in the future," Starward's CEO Marek Markuszewski told *The Gamer*, in explaining their atompunk inspiration. "These visions, stretching hundreds of years into the future, are deeply rooted in science. [And] as time has shown, his logic and conclusions came to life.'" At the bottom of the page is another image showing a small spacecraft in the sky over a rocky landscape.

CAMPAIGN RESULTS

Socials

- **4M+** People reached
- **70K+** Posts likes
- **60K+** YouTube listeners of the soundtrack preview



Starward Industries
September 15 at 5:04 PM · 🌐

The secret is out. The project is revealed.
Here is The Invincible. A first-person single-player Sci-Fi thriller set in a retro-future timeline.
Coming to PC, PS5, and Xbox Series X in 2021. ... See More

2,161,829
People Reached

275,856
Engagements

👍❤️👍 10K 315 Comments 1.3K Shares

Like Comment Share ⌵

Comment as Starward Industries

View comments

Tweet Analytics

Starward Industries @StarwardInd
The secret is out. The project is revealed.
Here is The Invincible. A first-person single-player Sci-Fi thriller set in a retro-future timeline.
Coming to PC, #PS5, and #XboxSeriesX in 2021.
See more of The Invincible on Steam:
http://store.steampowered.com/app/731040/The_Invincible/ ...
<pic.twitter.com/7GVhmVfxOK>

Impressions	566,554
times people saw this Tweet on Twitter	
Total engagements	215,624
times people interacted with this Tweet	
Media engagements	119,495
number of clicks on your media counted across videos, vines, gifs, and images	
Detail expands	69,753
times people viewed the details about this Tweet	
Link clicks	14,197
clicks on a URL or Card in this Tweet	
Profile clicks	5,548
number of clicks on your name, @handle, or profile photo	
Likes	4,994
times people liked this Tweet	
Retweets	1,262
times people retweeted this Tweet	
Replies	234
replies to this Tweet	
Hashtag clicks	129
clicks on the hashtag(s) in this Tweet	
Follows	12
number of people who followed you directly from this Tweet	

CAMPAIGN RESULTS

“This was a comprehensive entry within a specific niche. The agency achieved an **impressive set of objectives against a very small budget** and in turn delivered great results. We also appreciated how cost-efficient the campaign was and how they managed to generate such high reach and strong impact even without the actual product. Bravo!”



EUROPEAN
Agency
Awards
2020

Best New Business Campaign

CAMPAIGN EFFECT

- Verification of design attractiveness (USP) on direct audience
- Target Groups update - Regions, Age, Gender (Google Analytics, Steamworks, YouTube, Facebook, Twitter)
- Observation and selection of effective information distribution channels
- Beginning of KPI measuring (Visits, Wishlist, Video views, Interactions, Likes)
- Project exposition to potential partners (cooperation and additional verification)
- **Enabling conscious adaptation of production, marketing, and sales plans**

MARKETING CAMPAIGN

Game Reveal

Post Reveal

Mid Campaign

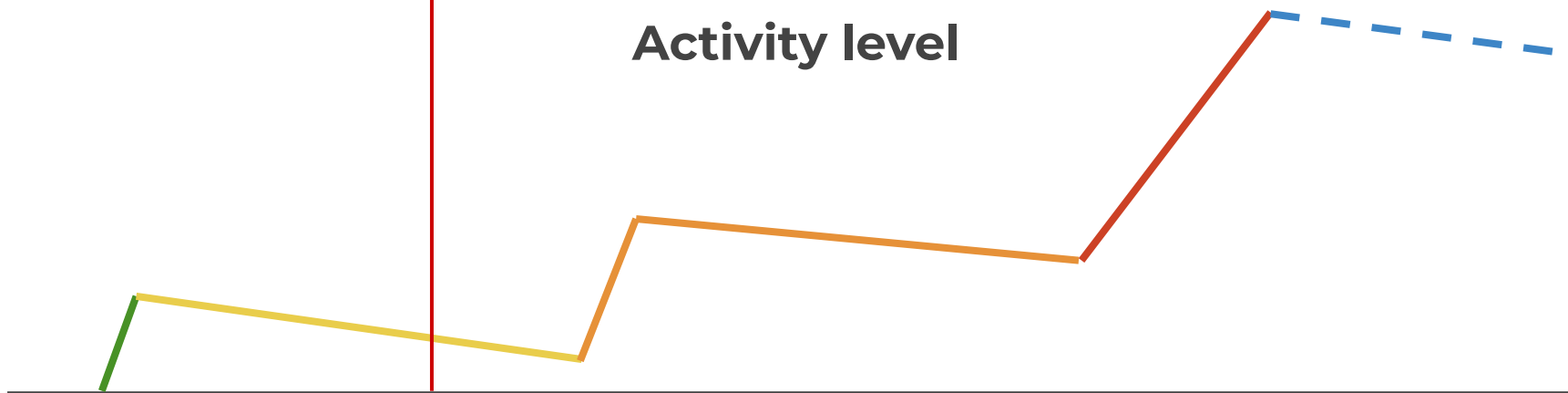
Game Launch

Post Launch



We are here

Activity level



COOPERATION - ASTROGRAPHY

ASTROGRAPHY

- Start of selling high-quality large formats prints with promotional images from the game - The Invincible
- Astrography.com - specializes in artistic products inspired by the magic and beauty of the cosmos



BUDGET INCREASE

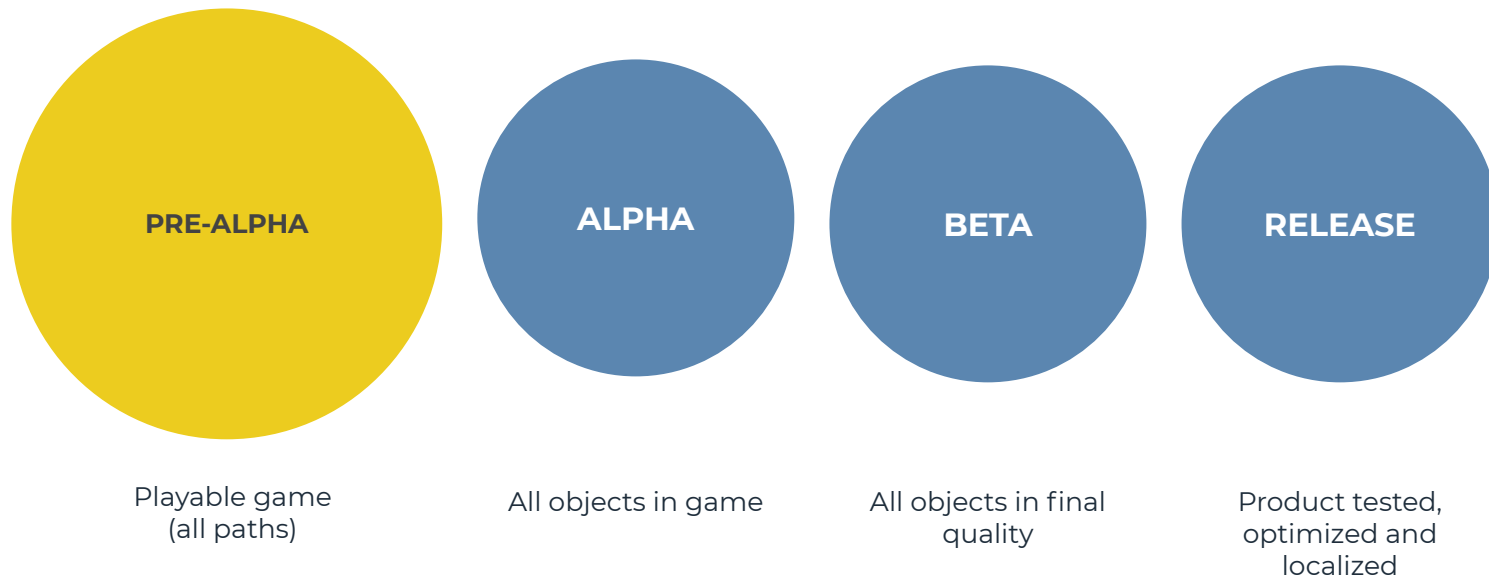
FACTORS AFFECTING THE DECISION

- Very enthusiastic reception of the game announcement
- Very good scores on silent reviews and focus tests
- The desire to extend the content of the game with very high quality
- The desire to minimize the risk of errors in the final product
- Reaching a wider audience

APPROPRIATION OF FUNDS

- Expansion of the creative team
- Outsourcing of additional work to external contractors
- Conducting additional quality tests
- Increasing the number of languages in which the game will be available
- Increasing the marketing budget
- Extension of production period

PRODUCTION STATUS



- Current production state of the "The Invincible". The game is in the final stage of pre-Alpha, which is defined as: fully "playable" game, with a varying degree of refining individual fragments, lack of all asset sets.

PRODUCTION CHALLENGES

Until recently:

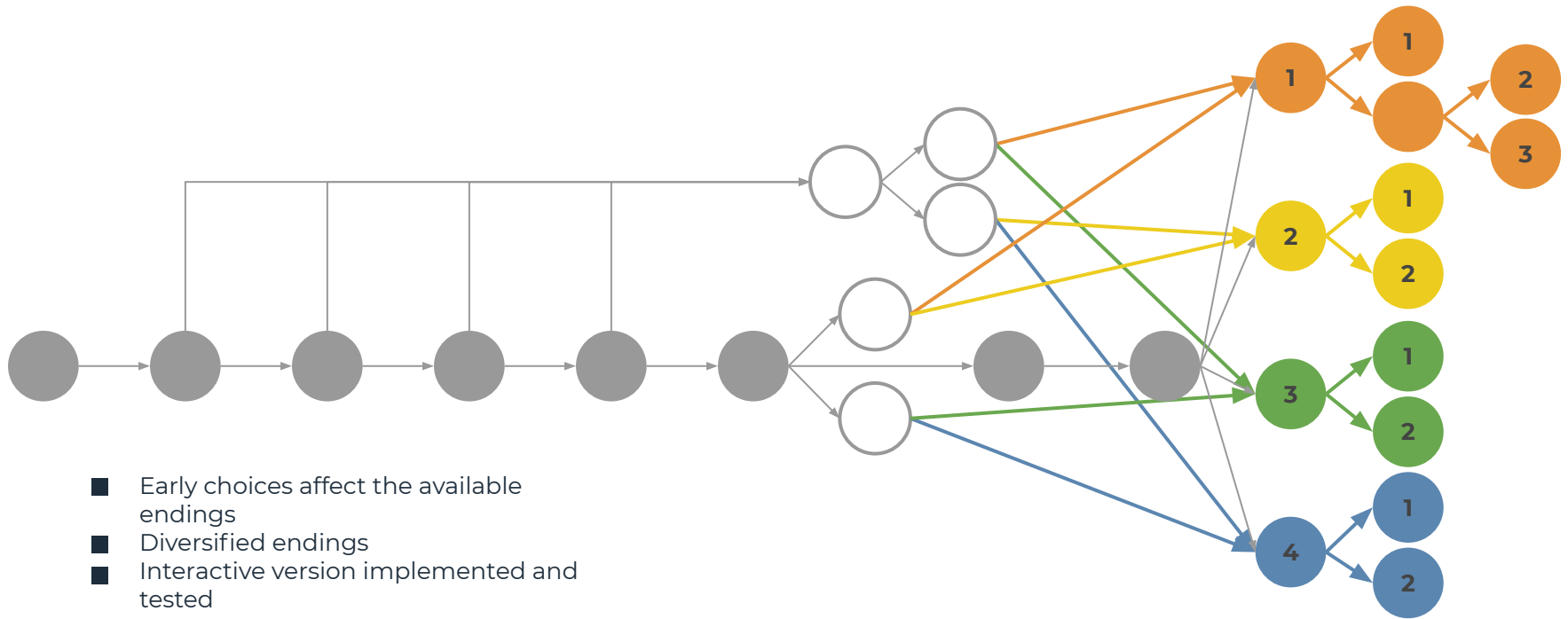
- Creating a full story structure
- Maintaining a high pace of creating detailed fragments of the script (dialogues, descriptions of scenes and actions)

Currently:

- Preserving a large number of scenes rich in unique animation sequences (critical path) while maintaining a wide range of characters, robots, and objects in the game world



STORY STRUCTURE



- Early choices affect the available endings
- Diversified endings
- Interactive version implemented and tested

NEXT TITLES

First game production period
(The Invincible)

Next game production period
(similar production scale (Scope) and genre)

-40%
(tools, processes, team, work
culture, partners)

NEXT TITLES

- We create umbrella brands = universes
- The Invincible opens the atompunk universe
- Next game can be embedded in an already existing universe
- We can also decide to extend The Invincible with new contents (content, platforms, languages etc.)
- For new games, we are considering implementing the Co-op/multiplayer modes in a Starward Industries specific style or concept
- We can decide to open a new umbrella brand



**New game
in created
universe**

**The
Invincible**

**New content,
platforms,
languages**

**New game
in new
universe**

THE INVINCIBLE

A videogame by Starward Industries

