

Touch Instinct

superb mobile applications

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GeoPoly

- Mobile geolocation game
- Foursquare + Farmville + Monopoly
- Freemium monetization
- 20000 installs
- 1st place at Startup Weekend, 2nd place and Harvest

Mistakes we've learned

- We had no professional game designer
- Try publisher or die alone :)
- Promotion is everything
- Mobile ads are not working at all
- But we still believe in success and keep trying

Other geolocation games

- MyTown [Abandoned, but profitable]
- MyTown 2 [More FarmVille-like]
- Shadow Cities [Raised \$2.5M]
- Foursquare [\$600M Valuation]
- Altergeo [Raised \$5M]
- Gowalla [Raised \$10M]
- Others... (TapCity, OTW, foursqWar, TurfWars)

What works and what doesn't?

- Works:
 - Simple gameplay (foursquare)
 - Detached from location gameplay (MyTown)
 - Good game mechanics (GeoLocation is just a feature)
- What doesn't:
 - Neediness to perform physical movement
 - Hi dependability from location
 - Bad places API (still no perfect solution)

Is there place for something new?

- Yes!
- More game-like experience
- More seamless geolocation integration
- More MMORPG experience
- Big chances for big social companies
- Hurry up, we are also working on it ;)

Behind the line

- What we've got:
 - Mobile experience
 - Geolocation experience
 - Gamification experience
 - Awesome team
 - Good PR

Touch Instinct

- **Superb** mobile applications development
- Unique **cross platform** approach
- When you order application for all platforms (iOS, Android, WP7) you **save up to 40%**!
- We **help** you with promotion
- We **love** apps we do!



Coin Keeper

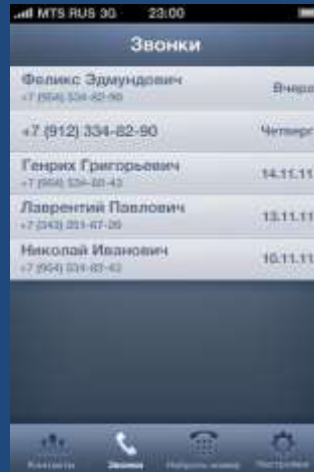
- Customer: i-Free
- 1st Top Finance (Russia)
- 2nd Top Paid (Russia)
- 3rd Top Grossing (Russia)
- 5th Top Finance US!
- Average 4.5 stars
- Still growing!
- People love it 😊



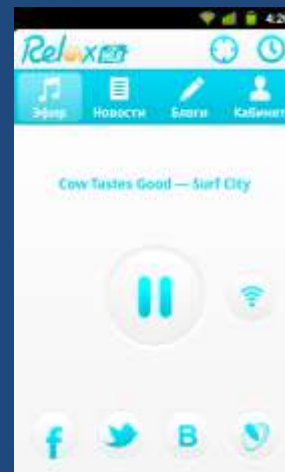
Promo



Telephony



Radio



Trading



Finance



Games



Thank you!

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