



# **AI Powered Dynamic Pricing**

## TEAM

### Antti Hättinen / Founder

Awarded serial entrepreneur with 25y of IT experience  
Founder of PHZ.fi Full Stack –group with 4.5M EUR revenue  
2 M.Sc. Degrees in Telecom Engineering, CS and Business

### Arto Käyhkö / CSO

Extremely well connected  
30y of experience from Google, Pollen.vc, Nordkapp

### Patrick McSteen / COO Operations

25y of experience in games and ad monetisation  
Customer success

### Petar Teodosin / CTO

30y of experience in IT  
Cloud technologies, AI, Full Stack Development, Mobile



## VISION

Do you have clear picture how you monetize your players or customers in different phases of their **customer cycle**?

Have you had challenges **to find and determine all the price points** in your game in different markets, platforms and lifecycles with different products?

Would you love the **burden of the pricing of products and yield management** to be lifted from the team to automated to never sleeping and always on reactive AI ?

# APPRIEN **PRICING ENGINE** DATA CYCLE

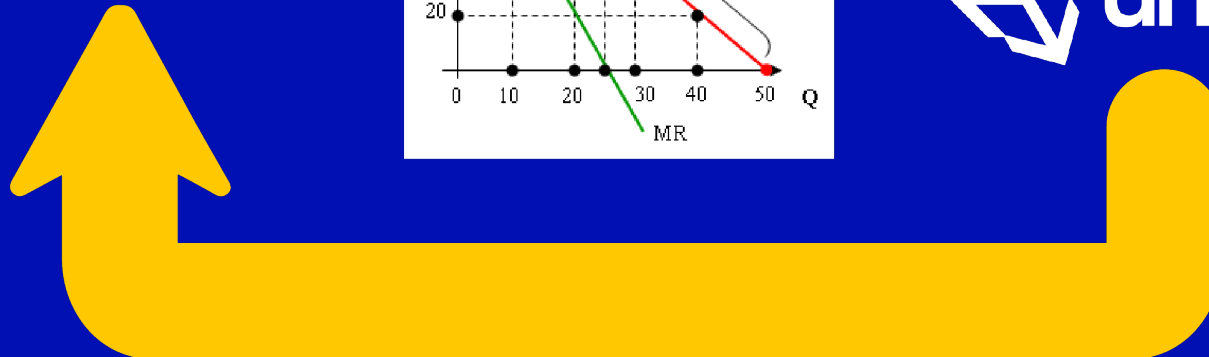
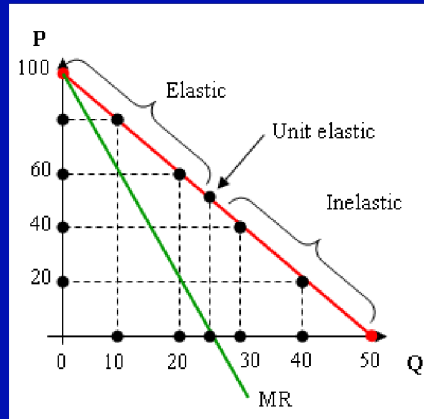
## Price A/Z testing



Sales Data



Optimum  
Prices



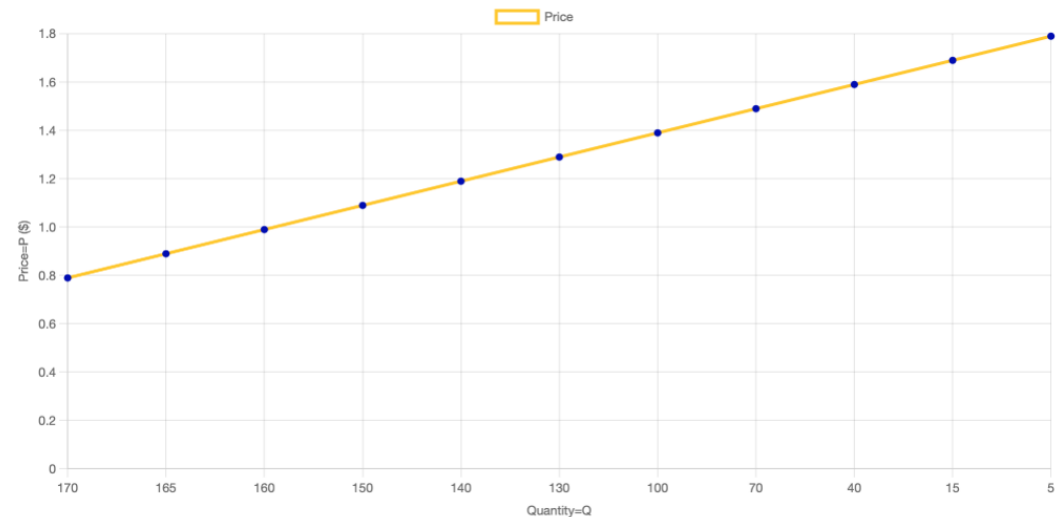
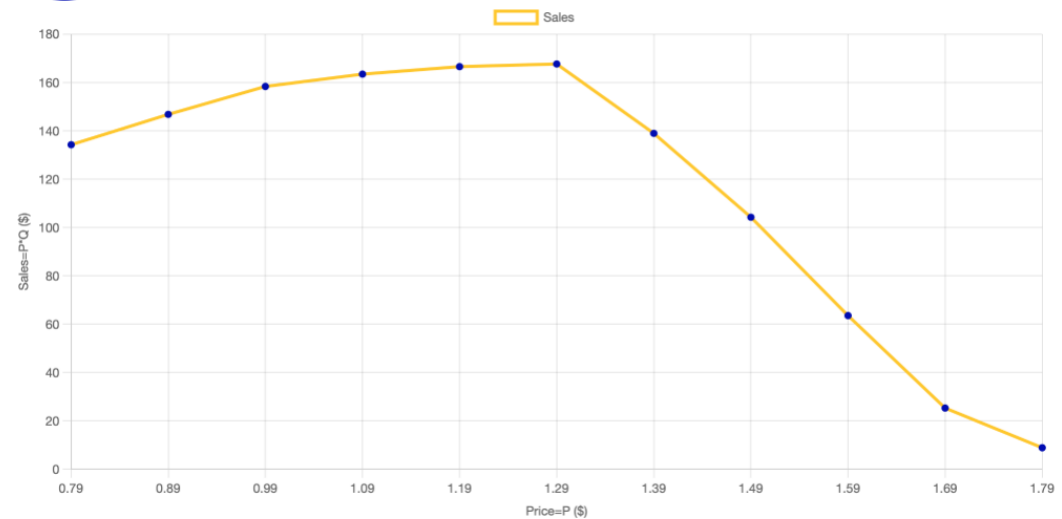
# PRICE ELASTICITY OF DEMAND

Apprien price analysis is based on Price Elasticity of Demand

- In gaming, supply is infinite
- Revenue is maximized when  $\text{Price} \times \text{Quantity} = \text{Revenue}$
- Do not sell for too high or too low prices
- Markets are in constant flux in different countries

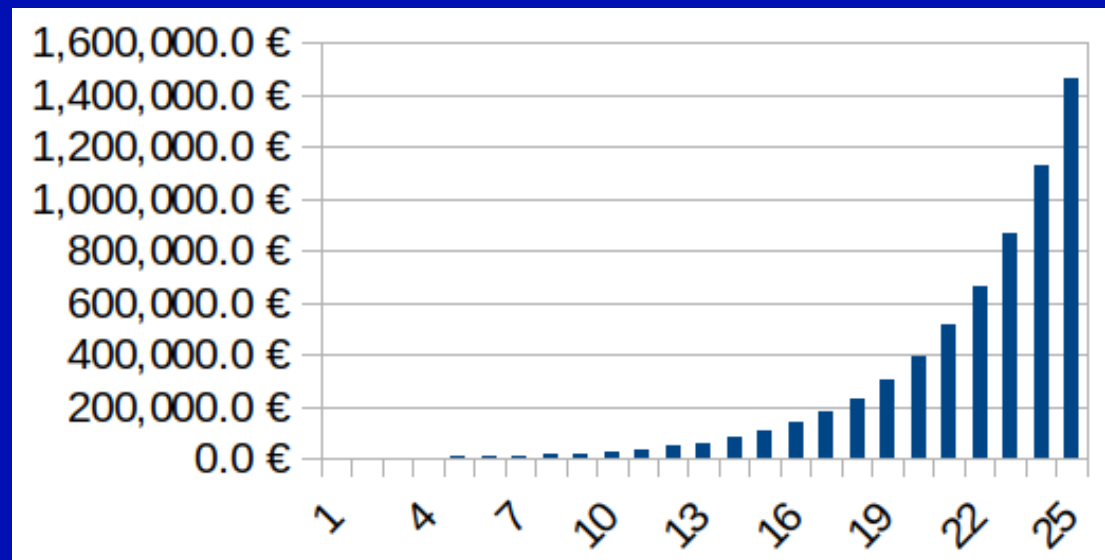


## Optimal Price Point Visualization



## SCALABLE BUSINESS MODEL

Apprien cost structure is fixed, but revenues scale up. Mostly sales effort at trade shows + customer success.





## GREAT CUSTOMER ARGUMENTS

Up to 20-40% more revenue  
customers, without any fixed costs.

More money for your game  
development and reactivity towards  
competition in the markets.

Country/channel/currency specific  
pricing and automated price  
management tools to help your yield  
management and sales.

Works on Android, iOS and  
eCommerce + other platforms.

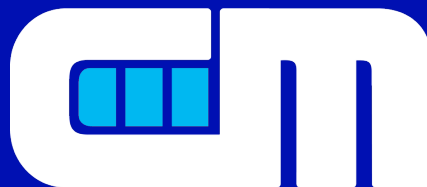




# CUSTOMERS

Efficient Sales Process

- by trade shows
- 150 Leads / top 500 game companies







# BUDGET

Cost Structure 650 000 EUR/y

## Sales

1 Business Development Manager	100k
1 Customer Success Manager	100k
Travel	50k

## R&D

1 CTO	100k
2 Full Stack Developers	100k
1 Data analyst	50k
1 Game Integration Developer	50k

## Ops

Cloud Servers	50k
Administration	50k

Total	650k
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## CAP TABLE

### Pre-money

Antti Hätinén / PHZ.fi -group	95%
Employees	5%

### Previous Funding

Equity (PHZ.fi)	57k
Business Finland allowance	60k
Bootstrapping Capital Loan	1.5M



# PROPOSAL

## Funding

Sweat/Capital Loan – PHZ.fi	150k
Equity – investors	500k
TOTAL	650k

For 15% of the shares

Valuation (post-money)      16M EUR



# EXIT PLANS

Industrial purchaser

- Publishers – only one out of the 50 largest publishers can buy us out

# **EASY & RISK FREE TO TRY**

Integration project can be evaluated and priced in advance! Success fee only applies when you already make money!

No need to invest into new technologies or platforms – use your current ones !

No investments needed on additional licenses, Apprien is SaaS product!

No need to hire additional staff like BI analyst, product owners or pricing managers – Automation benefits!





# **VERY SCALABLE** **WITH CUSTOMER TRACTION**

## Contact

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