



**AI Powered Dynamic Pricing**

## EXECUTIVE SUMMARY

**Apprien** seeks to disrupt the apps and mobile gaming ecosystems by fully automating In App Purchase pricing & driving greater publisher revenue.

**Apprien's Dynamic Pricing Engine** captures the full value of the elasticity of demand for items in apps and games, and is proven to increase customer revenue by 20-40%.

**Apprien** is seeking investment funds to accelerate customer acquisition and add self-service features to enable scaling this SaaS platform business.



## 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

### **Sasu Louke/ CSO**

Experienced mobile game entrepreneur  
Well connected in international game business

### **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

AI Agents will revolutionize web within the next 5 years. Web and Mobile will be replaced by AI agents, but they need still to offer competitive prices dynamically.

For a large mobile game company with 2B EUR of revenue, 20% uplift on revenue means +400M EUR of added value.





# Market Study

## Mobile Gaming

- Unity has 90%+ marketshare
- Uplift 20-40%

## eCommerce

- Integration needed for ~15 major eCommerce platforms

## Industrial

- Pre-study: 8-9% uplift for a steel company with 160M EUR revenue
- High integration costs

## Retail

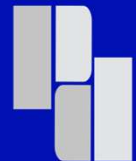
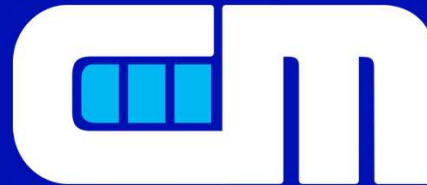
- Värisilmä – price comparison for paint products



# CUSTOMERS

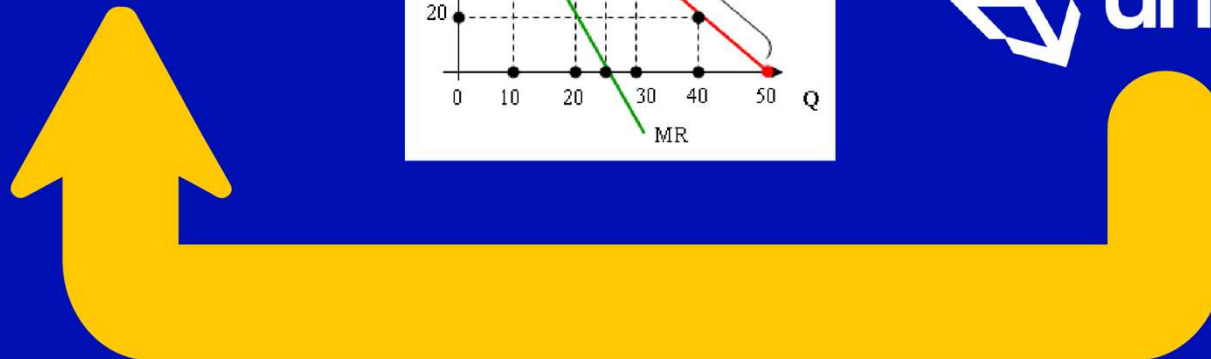
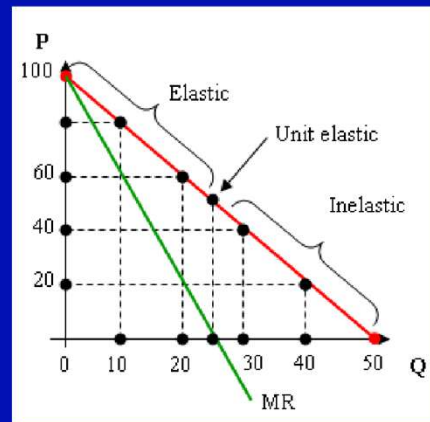
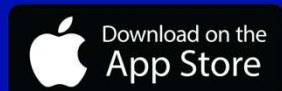
Efficient Sales Process

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



# APPRIEN **PRICING ENGINE** DATA CYCLE

## Price A/Z testing



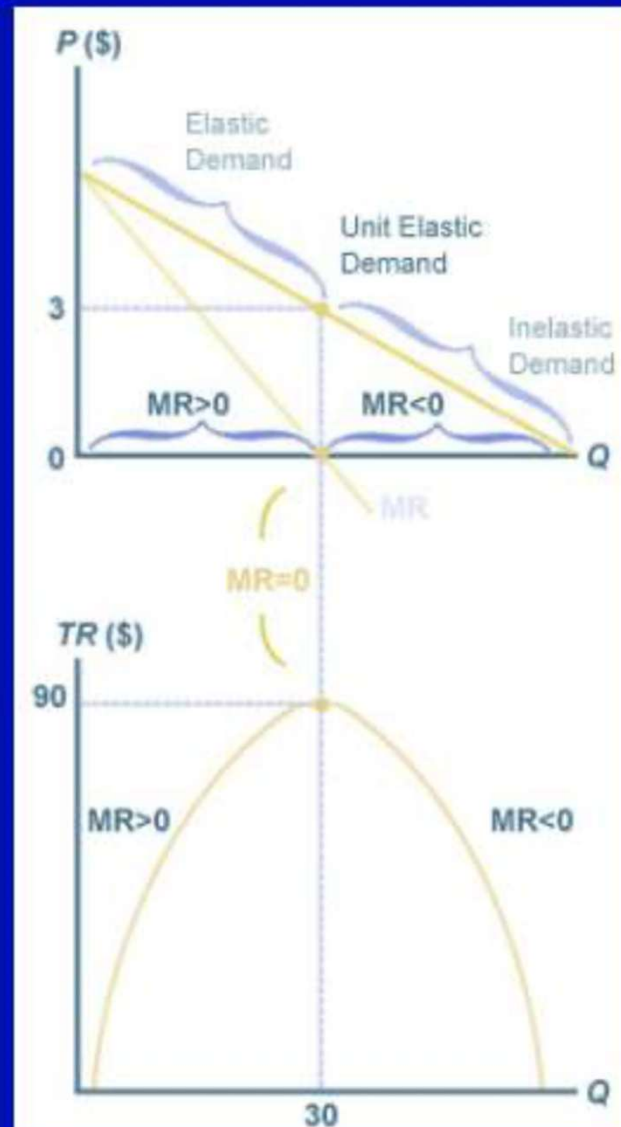


## PRICE ELASTICITY OF DEMAND

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

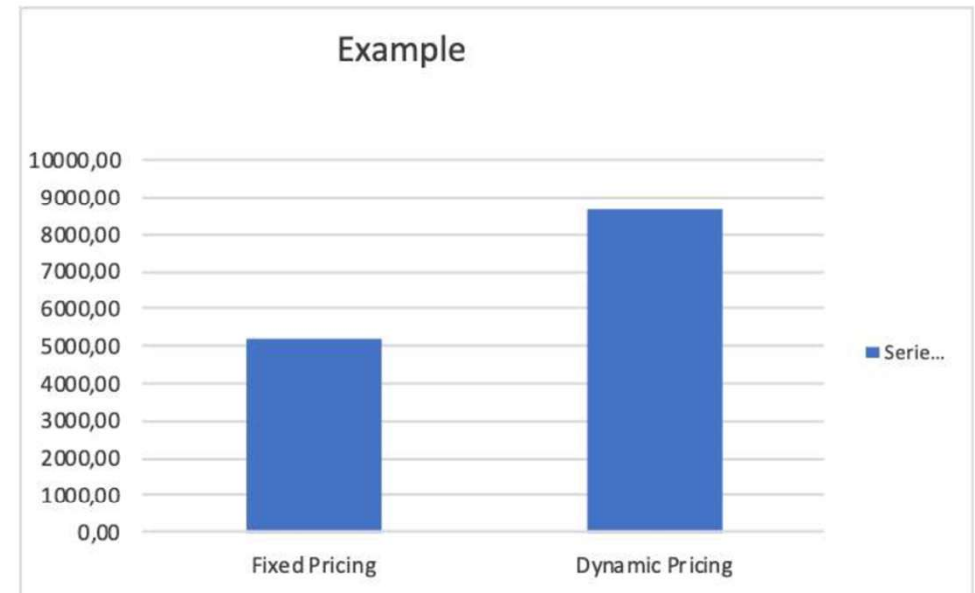
MOONSTONES			
 50 €1.99	 100 €2.99	 200 €4.99	 420 €9.49
 800 €16.99	 1550 €31.99	 3950 €99.99	 7500 €149.99





# Example Bundle

<b>Price</b>	<b>Quantity</b>	<b>Sales</b>	<b>Scaled Sales</b>
6,59	0	0,00	0,00
5,99	0	0,00	0,00
5,39	560	3018,4	4024,5
<b>4,99</b>	<b>260</b>	<b>1297,4</b>	<b>5189,6</b>
4,89	680	3325,2	4433,6
4,39	40	175,6	234,1
3,99	0	0,00	0,00



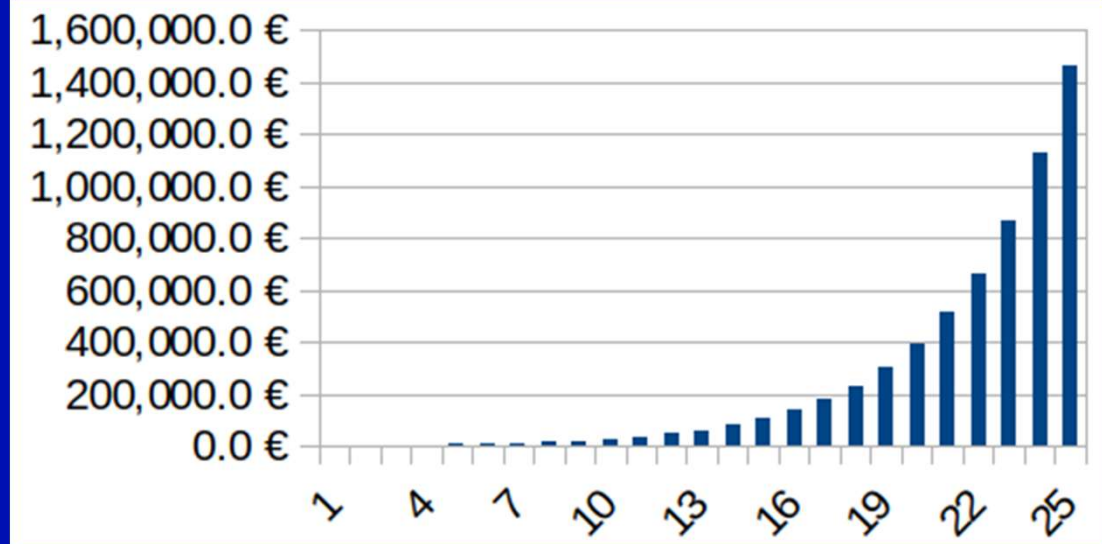
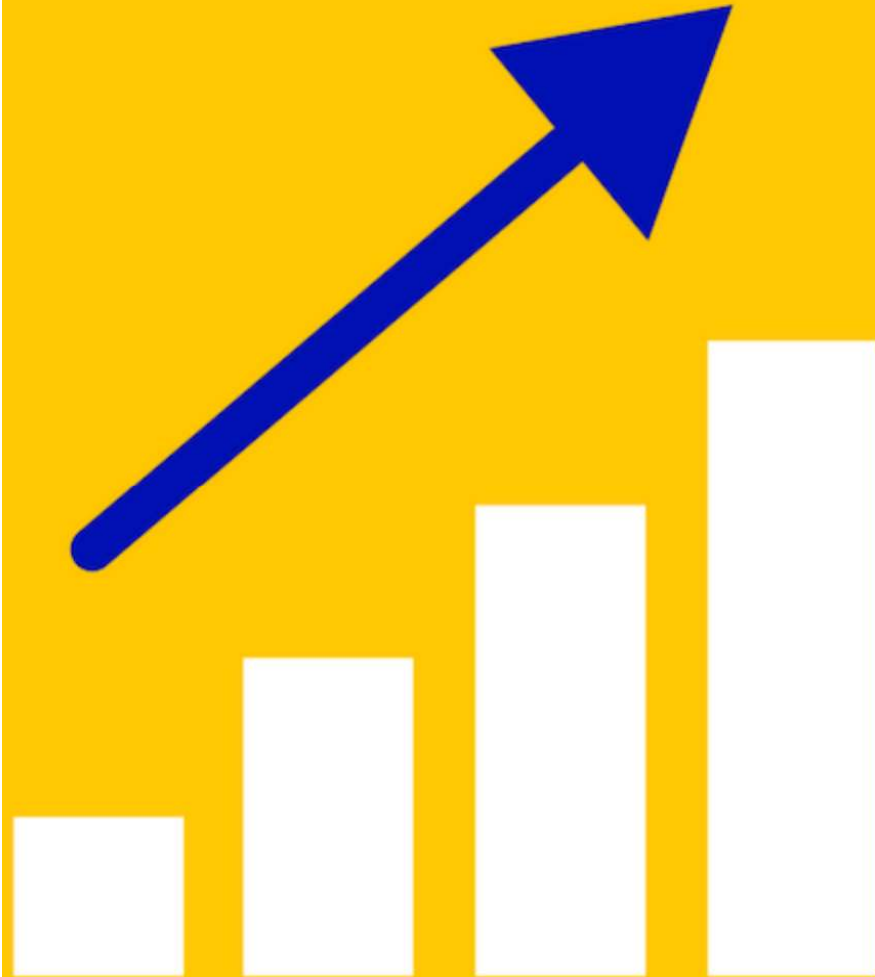
Column1	Sales	Uplift	Uplift / day	Uplift %
Fixed Pricing	5189,60			
Dynamic Pricing	8692,27	3502,67	389,19	67%

*Dynamic Pricing has yielded 67% more revenue for product1.*

*Sales are scaled by test cohort size 25% (bold).*

## 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.



# 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 / PHZ		1.5M



# PROPOSAL

## Funding

Sweat/Capital Loan – PHZ.fi 150k

Equity – investors 500k

TOTAL 650k

For 10% of the shares

Valuation (post-money) 7M EUR



# EXIT PLANS

- Publishers – only one out of the 50 largest publishers can buy us out
  - Tilting Point acquired recently one of our competitors Gondola.io
- Advertising Tech Companies – Ad serving tech companies need vertical integration to app and game companies to be profitable to unlock their own revenue
- Ecommerce– these platforms have vast scale, and could easily see a persistent lift of 20-25% in their revenue
  - Such as SAP, IBM, Adobe



## **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 AI SaaS WITH CUSTOMER TRACTION**



## **Contact**

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