



“WORLD OF MASS DEVELOPMENT”

OVERVIEW (FEBRUARY 2012)

SLIGHTLYMAD
STUDIOS



OUR TITLES



84%
METACRITIC

90%
METACRITIC

10M+
DOWNLOADS

84%
METACRITIC
6M+ SALES

85%
METACRITIC

COMING
SOON

COMMUNITY-
POWERED
RACING SIM

SOCIAL/MOBILE
TITLES

2005

2012

NOW

- Core team from Simbin formed BlimeyGames and then Slightly Mad Studios
- Now a 65+ worldwide company with central studio located near Tower Bridge, London
- SLIGHTLY MAD STUDIOS concentrating on AAA console/PC titles with releases in 2012
- GAMAGIO division focusing on social/mobile and releasing multiple titles & technology in 2011/2012
- WORLD OF MASS DEVELOPMENT platform created to allow community-funded projects



KEY STRENGTHS

8 years experience

- Each title rated 84+ Metacritic
- AAA development for Electronic Arts
- Need For Speed SHIFT franchise has sold 6m+ copies
- Proven track record delivering within time & budget
- Well-known developer with strong industry links

Distributed development

- Ultra-efficient (less production time than a traditional studio)
- Cost-effective
- Attracts worldwide talent
- Key staff based in the UK

Full ownership of all tech...

MADNESS

Cross-platform MADNESS engine...

- Supports PC, PlayStation 3, Xbox 360, Wii U
- Supports HDR, per-pixel, volumetric, radiosity, anisotropic light mapping
- Proprietary AI and Physics
- Multi-core/multi-processor architecture
- Modular scalable support for different game genres
- "Project CARS" title currently in development for multiple platforms...

PROJECT
CARS



OUR NEW VENTURE...

INTRODUCING



WORLD OF MASS DEVELOPMENT

CREATED BY YOU.

WHAT IS WMD?

“A platform for games projects that are funded by the community”

OR... A NEW WAY TO AAA

“WMD transforms the way games are created...

By connecting the creators with the players rather than the publishers, traditional overheads and a focus on release windows/financial quarters/marketing etc.. shifts back to concentrating on making great games that people want to play whilst still getting proper QA and funding.”

- IAN BELL, STUDIO HEAD (SLIGHTLY MAD STUDIOS)

OVERVIEW

COMMUNITY

JOIN.



BECOME A TEAM MEMBER
ON PROJECTS YOU LIKE

CONTRIBUTE.



PLAY THE GAME AS IT'S BUILT,
GIVE FEEDBACK, FOLLOW PROGRESS

EARN.



GET MONEY BACK WHEN
THE GAME IS RELEASED

DEVELOPERS

DREAM.



SUBMIT AN IDEA
AND PROMOTE IT

CREATE.



WORK ON YOUR PROJECT WITH
A COMMUNITY OF FAN SUPPORT

LAUNCH.



RELEASE YOUR GAME
AND START EARNING!

OVERVIEW

DEVELOPERS...

- Pitch your ideas to an active community
- Get money to develop them
- Get feedback and testing
- Get help from other developers
- Promote your game and release it!

COMMUNITY TEAM MEMBERS...

- Help great games get made
- Contribute to the design and direction of them
- Play them as they evolve
- Get money back when they're released!

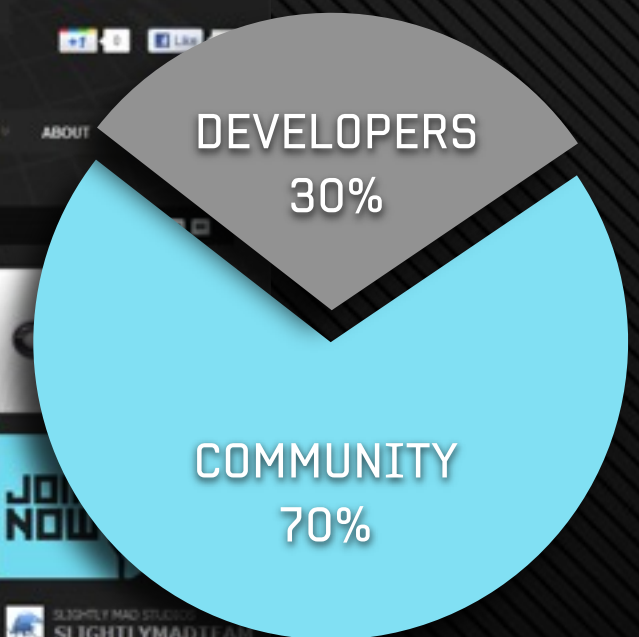
HOW IT WORKS

Developers promote projects through the web-based WMD Portal

The community then funds development by joining your project as Team Members through the purchase of 'Tool Packs'...

- Progress/feedback are given via a dedicated forum
- Voting determines direction & content of the project (weighted by Tool Pack ownership)
- Regular online meetings occur between the community and the developers
- Regular builds are provided for testing
- Royalties are then paid based on sales profit and position within the company

FEE RETURN



The screenshot shows the homepage of the World of Mass Development (WMD) Portal. The header features the logo 'WORLD OF MASS DEVELOPMENT' with the tagline 'CREATED BY YOU.' and navigation links for 'FORUM', 'PROJECTS', and 'ABOUT'. A central banner reads 'THIS IS YOUR WORLD.' and compares the roles of 'PLAYERS' (Join, Contribute, Earn) and 'DEVELOPERS' (Dream, Join, Create). Below this, there are sections for 'LATEST NEWS' and 'GET HANDS ON WITH C.A.R.S.!', which includes a 'PLAY NOW!' button. A news item titled 'FORMER STIG BEN COLLINS: ONBOARD WITH C.A.R.S.' is also visible. On the right side, there is a social media feed with several tweets from users like 'slightlymadteam' and 'realandyudor'.

TOOL PACKS & POSITIONS

	"JUNIOR" TOOL PACK (€10)	"TEAM MEMBER" TOOL PACK (€25)	"FULL MEMBER" TOOL PACK (€50)	"SENIOR" TOOL PACK (€100)	"MANAGER" TOOL PACK (€1000)	"SENIOR MANAGER" TOOL PACK (€25,000)
FORUM TOOLS	Can REPLY to project-specific forum threads	Can CREATE NEW project-specific forum threads	Can CREATE NEW project-specific forum threads	Can CREATE NEW project-specific forum threads	Can CREATE NEW project-specific forum threads Can directly PM developers	Can CREATE NEW project-specific forum threads Can directly PM developers Gain a dedicated project-specific sub-forum
MEETING TOOLS	Can READ meeting minutes	Can READ meeting minutes	Can READ meeting minutes	Can WATCH meetings live	Can ATTEND meetings	Can ATTEND meetings
BUILD TOOLS	Can play MONTHLY builds	Can play WEEKLY builds	Can play WEEKLY builds	Can play WEEKLY builds	Can play TWICE-WEEKLY builds Can access Game Scripts	Can play ALL builds Can access Game Scripts
TARGET AUDIENCE	Casual Interest	Trial Players	Fans	Groups, Clans, Teams	Small Businesses, Larger Groups	Large Businesses

PROJECT-SPECIFIC PERKS

	"JUNIOR" TOOL PACK (€10)	"TEAM MEMBER" TOOL PACK (€25)	"FULL MEMBER" TOOL PACK (€50)	"SENIOR" TOOL PACK (€100)	"MANAGER" TOOL PACK (€1000)	"SENIOR MANAGER" TOOL PACK (€25,000)
TRACK DAYS	CANNOT attend	CANNOT attend	CANNOT attend	CAN attend	PRIORITY access	VIP treatment
RECEIVE COPY OF GAME			✓	✓	✓	✓
OPPONENT NAMING		Opponent named after you	Opponent named after you	Opponent named after you	Opponent named after you	Opponent named after you
AD BOARD					1 advertising board for your use	2 advertising boards for your use
VEHICLE LIVERY					1 livery created for you	2 liveries created for you
GET IN THE GAME!					Driver named after you	Driver named after you & your face in the game (optional)
VINYL/DECAL LOGO					Your logo/name as a pre-selectable vinyl/ decal	Your logo/name as a pre-selectable vinyl/ decal
EXCLUSIVE CAR		✓	✓	✓	✓	✓
EXCLUSIVE TRACK				✓	✓	✓
DISCOUNTED ITEMS					✓	✓

EXAMPLES TAKEN FROM "PROJECT CARS"

DEVELOPER SUPPORT

- WMD Portal connects developers to each other, and to the gaming community
- Introduces new projects to an existing and active community
- Continual feedback on your project - user research & testing
- Expertise at your fingertips - documentation & pipelines openly available



THE FIRST WMD PROJECT...

PROJECT
CARS



PS3
PlayStation 3



Wii U™

MISSION STATEMENT

"An authentic and visceral racing experience that allows players to carve out a career starting in the karting world and progress to a specialization of their choice (rally, touring cars, drifting, open-wheel, GT, Le Mans).

Pursue that career either solo or with friends via co-op and full team management and share your experience via a suite of tightly-integrated social features."

THE COMPETITION

FANTASY ARCADE

ModNation Racers

Mario Kart

Blur

Need For Speed:
Hot Pursuit

Motorstorm
Apocalypse

Split/Second

ACTION

GRID

DiRT 3

SHIFT 2
UNLEASHED

F1 2011

REAL

Gran Turismo 5

Forza
Motorsport 4

SIM

GTR 2

iRacing

PROJECT
CARS

GOALS

AAA multi-platform racing title...

- Start as a Karting cadet and become champion in the most popular disciplines of Formula One, GT/LeMans, Touring Car, Rally, IndyCar (more added via DLC)
- Play either solo or co-op with a friend, and create/manage your own online team
- Share everything you do (photos, replays, accolades, created content, messages) via a cloud-based social network (ie.. take the game on the move with supporting mobile/social apps)
- Huge variety of day/night/weather, tracks/cars, upgrades/customization and world-class visuals and physics
- Ongoing downloadable content and community support



XBOX 360™



90+



1m players*

* FORZA MOTORSPORT 3, GRAN TURISMO 5, NEED FOR SPEED: SHIFT
4M PLAYERS

"THE ULTIMATE DRIVER JOURNEY"

BEST IN CLASS FEATURES

Cockpit Cam

Helmet Cam

First-person Crash Dynamics

Variety (Cars, Tracks, Game Modes)

Online Play

XP system, Objectives, Badges

Night Racing

Accessibility

Real-life Rivals & Cultural Appeal

Physics & AI

Visual fidelity

INNOVATIONS & LEADING FEATURES

Integrated Social Network

Multi-discipline Franchise Mode

Co-Op & Team Management

Pit Stops & Crew

Dynamic Weather & Time of Day

Premium Presentation

Community-authored content

Continually updated with new content/fixes

CORE FEATURES: MULTI-DISCIPLINE CAREER

TRADITIONAL APPROACH

"A bucket of races you enter to grind for \$ to collect all the cars"

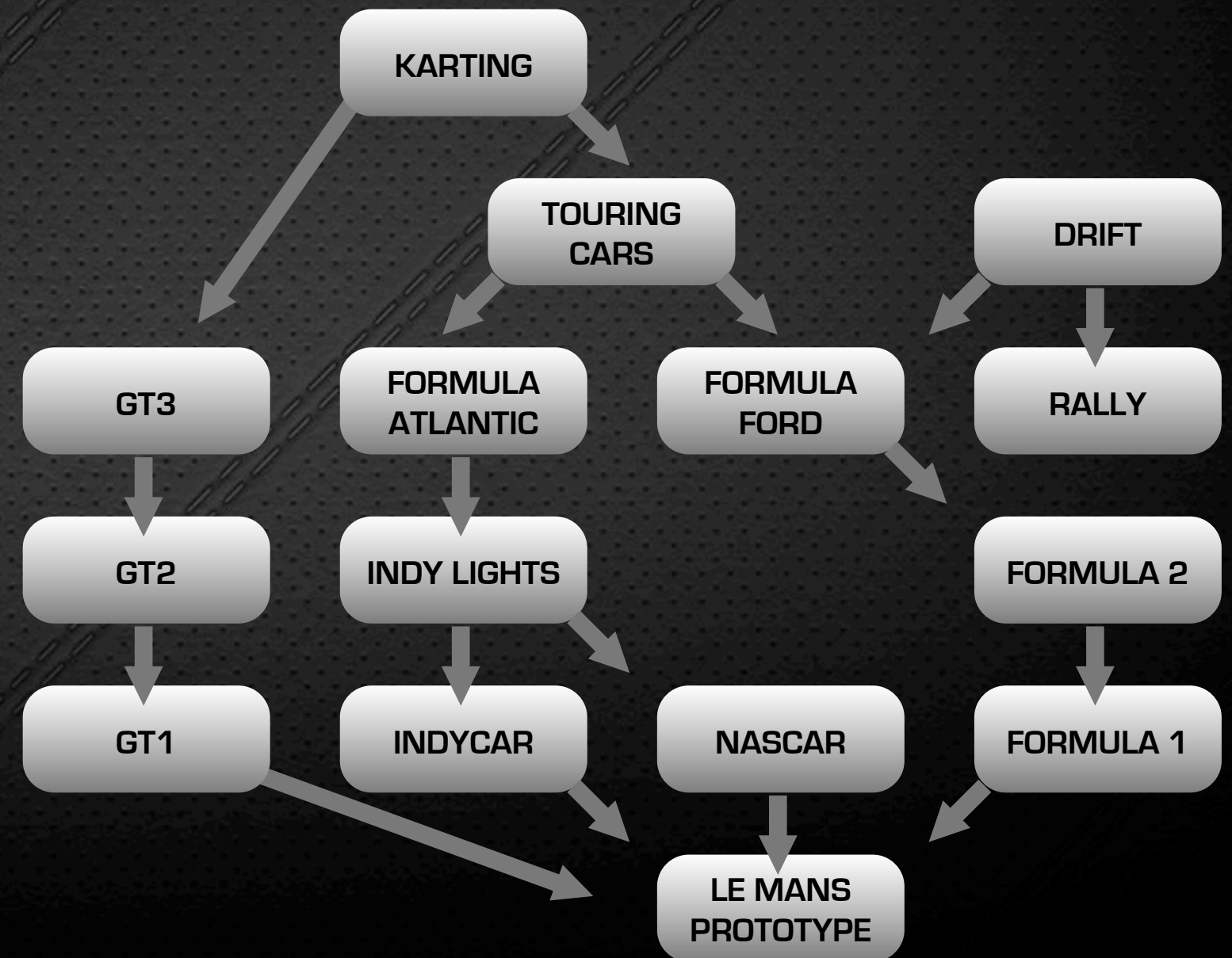
C.A.R.S. APPROACH

"Being scouted playing high school football and leading your team to win the Superbowl"

CORE FEATURES: MULTI-DISCIPLINE CAREER

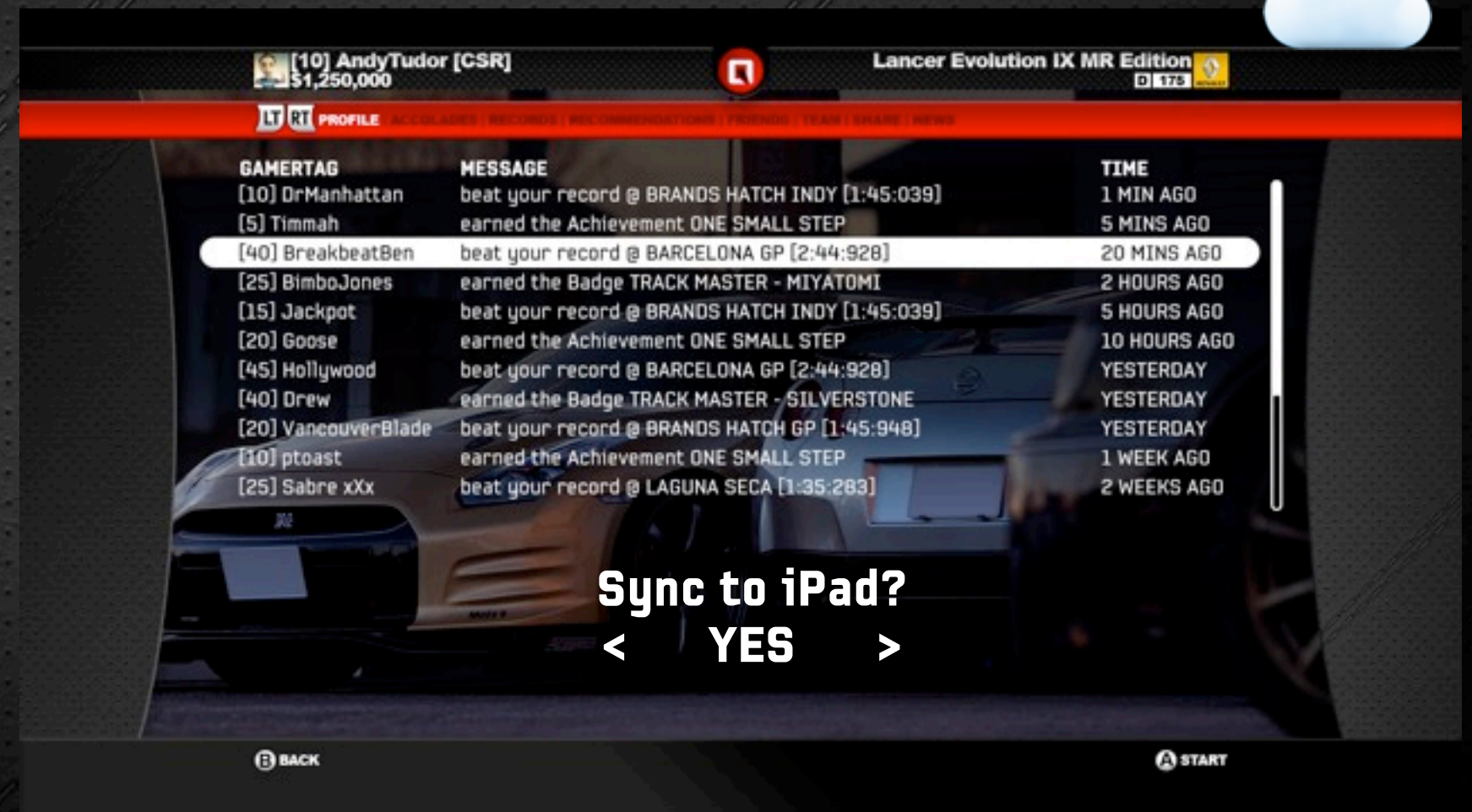
A Franchise Calendar takes you through...

- The 'minor leagues' of karting
- Purchasing your first car and doing track days
- Entering amateur regional races
- Getting scouted for a pro team
- Creating your own team and winning the highest international accolades
- Become a legend - gaining endorsements and celebrity



CORE FEATURES: CLOUD-BASED SOCIAL NETWORK

- **Profile** - Stats & Progression
- **Accolades** - Events competed in, Championships won, Rivals beaten
- **Records** - Personal Bests, Ghost Cars
- **Recommendations** - Shortcuts to Career and Challenges
- **Friends** - Profile comparison and messaging
- **Team** - Management, customization, activity
- **Share** - Photos, replays, tuning setups, visuals, events
- **News** - Real-world news from motorsports affiliates
- **Community** - Highlight of authored items, weekly community events & challenges



CONNECT. COMPARE. COMPETE. SHARE.
In-game, on the web, on your portable device.

CORE FEATURES:

DYNAMIC TIME OF DAY & LOCALIZED WEATHER

- Allows 24h races
- Provides additional gameplay challenge
- Adds variety
- Supports Pit Stop and Team features



#1 FEATURE ASKED FOR BY THE COMMUNITY

CORE FEATURES: TEAM MANAGEMENT

facebook

Cloud-based Creation, Customization, Control...

- Team name/logo/identity
- Car visuals/sponsorship/livery
- Membership & recruitment
- Team member activity and stat tracking
- Shared tuning setups & vehicles
- Event scheduling and League/Tournament monitoring

The screenshot displays the 'TEAM BUILDER META' website interface. At the top, there's a navigation bar with icons for GENERAL, LOGO, STADIUM, FIELD, UNIFORM, MASCOT, PROGRAM, and ROSTER. Below this is a 'CREATE YOUR OWN SCHOOL' section with a form. The form includes fields for School Name (Tiburn), Coach Name (Peter Moore), Nickname (Sharks), Stadium Name, School Short Name, School Type (Other), City (Maitland), Year (2009), State (Florida), and School Prestige (5 stars). A 'SCHOOL COLORS' section allows users to click on color swatches. A 'NEXT' button is visible at the bottom right.

CREATE, MANAGE, RECRUIT, SCHEDULE, COMMUNICATE with your team.
Integration with social networks

CORE FEATURES: COMMUNITY-AUTHORED CONTENT

Create, Share, Sell, Earn!

- The C.A.R.S. SHARE is a marketplace and exchange for any user-generated content (liveries, decals, tuning setups, cars, or events)
- Items can be shared with friends/teammates for free, or sold for a price (either in-game or real-world cash)
 - Eg.. create a logo for your team and freely distribute it to them
 - Eg.. Sell a car from your garage that has been fully kitted out and is truly unique. Charge players in-game cash to download it
 - Eg.. create a Race Event. For every person that enters, you get real-world money sent to your Paypal account

PayPalTM

CREATE content for others to use & play and **EARN!**
REGULAR new creation tools each month

CORE FEATURES: COMMUNITY & SOCIAL

Weekly social content...

- Discipline-specific Events
- Polls & Discussion
- Time Trial competition
- Photo competition
- Highlight on community-authored content
- “Meet The Team” developer & Team Member profiles
- Player Feedback

slightymadstudios 

#SMSTIMETRIAL

You Tube

Broadcast Yourself™



WII U FUNCTIONALITY

Takes advantage of the Controller Screen, Touch, Gyroscope, and Front-facing Camera...

- Screen as primary view - Ie.. allowing you to transfer play of the game between the TV and on-the-go around the house
- Screen as secondary view - Switch between rear-view mirror, overhead map, telemetry
- Primary input method - Drive by tilting the controller, onscreen buttons replicate the buttons/switches on a real wheel (push to toggle on/off or flip up/down)
- Secondary input method - Manage decisions in the pits (swiping through tire choices, setting fuel amount),
- Camera - Personalize your profile, pose for the podium
- Menu navigation method - Flick photos from your gallery to the TV, private chat with teammates



FURTHER MONETIZATION

TRADITIONAL RETAIL PRODUCT (€50)

VEHICLE MICRO-TRANSACTIONS	€2
TRACKS MICRO-TRANSACTIONS	€2
LIMITED EDITION CONTENT	€5
PRE-ORDER CONTENT	€5
DOWNLOADABLE CONTENT PACK 1	€9
DOWNLOADABLE CONTENT PACK 1	€9
DOWNLOADABLE CONTENT PACK 1	€9
DOWNLOADABLE CONTENT PACK 1	€9
SEASON PASS OF DLC CONTENT	€30
VIRTUAL CURRENCY	€1 - €10

FEEES RETURNED TO TEAM MEMBERS



PROJECTED PROFIT	"JUNIOR" POSITION	"TEAM MEMBER" POSITION	"FULL MEMBER" POSITION	"SENIOR" POSITION	"MANAGER" POSITION	"SENIOR MANAGER" POSITION
ZERO	-	-	-	-	-	-
€6.25m (Equivalent to 250k traditional retail sales across four platforms)	€11.25	€27.50	€55	€112.50	€1125	€27,500
€25m (Equivalent to 1m traditional retail sales across four platforms)	€45	€110	€220	€450	€4500	€110,000

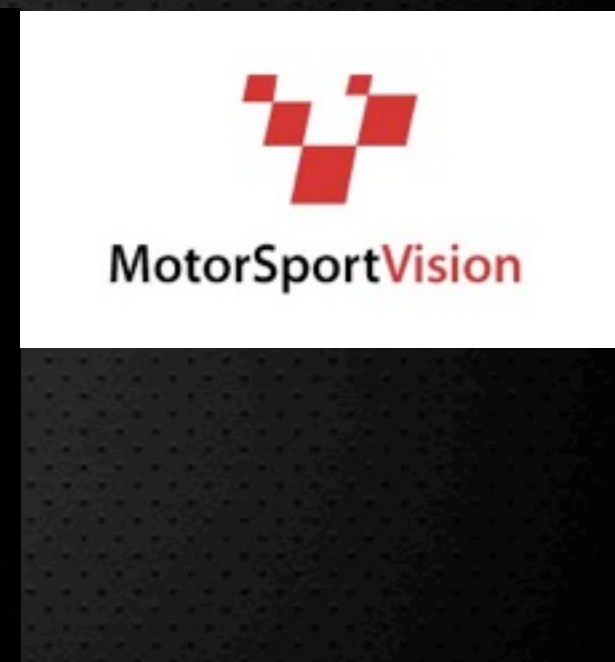
BASED ON 1 YEAR DEVELOPMENT COSTING €3.75M AND 150 TEAM MEMBERS PER TOOL PACK

LICENSING

A number of Manufacturers & Tracks already licensed...

- BAC Mono (Autocar's Track Day Car Of The Year & Stig's Car Of The Year) - drive it first in Project CARS!
- Ariel, Gumpert, Palmer Jaguar, Caterham
- Brands Hatch, Oulton Park, Snetterton, Cadwell Park

... with many more vehicles and tracks in discussions currently



VISIBILITY

Project & licensing made visible through digital streams...

- “Slightly Mad Studios” official website
- “World Of Mass Development” Portal
- Social websites - Facebook group, Twitter, Google+, Digg
- Sim racing forums (GTPlanet, ForzaCentral, VirtualR etc..)

facebook.



YouTube
Broadcast Yourself™



BRANDING OPPORTUNITIES

- Decals - Player can place branded logos on their car
- Livery - Player can select a pre-branded livery for their car
- Decoration - Dynamic branding appears on trackside billboards/armco visible when racing
- Events & Series - Races are sponsored by a single brand
- Game Mode/Feature - Specific game modes or sections of the game are branded (eg.. replays, photo mode, stat tracking etc..)



EXTENSIVE (& REGULAR) MEDIA COVERAGE

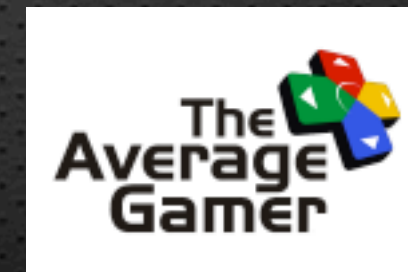
PC GAMER



KOTAKU



VirtualR.net
100% Sim Racing News



V G 2 4 / 7



COLLABORATIONS



FORMER TOP GEAR "STIG" BEN COLLINS
IS CONSULTING THE PROJECT ON
PHYSICS AND HANDLING



MONTH-LONG COMPETITION RAN IN DECEMBER 2011
WITH THE WINNER BEING FLOWN TO THE UK STUDIO TO
DESIGN A TRACK WITH THE TEAM

OVERVIEW

- “The Ultimate Driver Journey” - AAA quality physics/visuals with world-class racing gameplay & cutting-edge innovations
- Targeting... 90+ MC rating, 1m players
- Developed in collaboration with the WMD community
- Licensed cars & tracks
- Multiple associated brands
- Digital marketing across WMD Portal and social streams

PROJECT
CARS

 @WMDCars

MARCH 2013



PS3
PlayStation 3



Wii U

DEVELOPERS
DREAM. CREATE. LAUNCH.



COMMUNITY
JOIN. CONTRIBUTE. EARN.

www.wmdportal.com

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