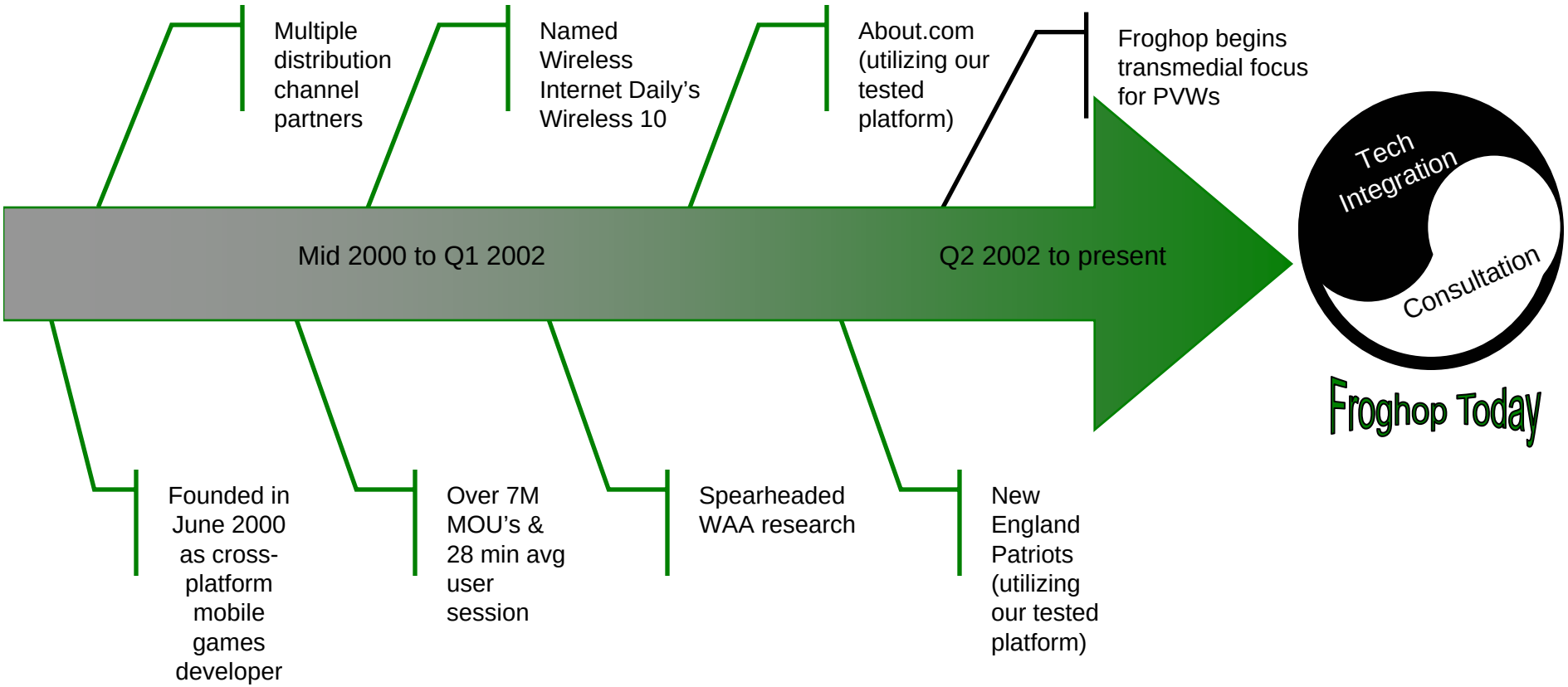
Froghop

PERSISTENT ACCESS TO A PERSISTENT WORLD

Froghop Evolution



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Here we are today

Froghop is a full-service solutions provider for transmedial access. We create connected experiences among multiple device types.

Technology

RAIN platform

Custom integration

Consulting

Business: ROI & ROO

Creative: Design & CVP

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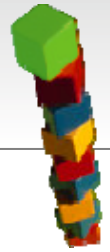
Circumstances and decisions

Stages of our struggle	What we faced, and what we did
Getting started	Product development at seed stage Continual management of cash burn rate
The struggle to survive	Ingredients for cheeseburgers, but created a Taco Bell Throw Legal Seafoods into the mix? We're here, but need more money sooner
Stabilized by niche, time to grow	Additional products for wider demographic Expanding geographically Creating additional business lines from existing products

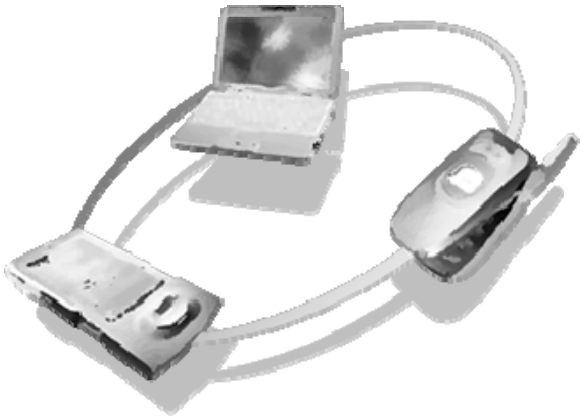
Lessons learned and strategies that saved us



Areas/Issues

Funding	Investor constraints, smart money, types of funding
Sustainability	Keep trying or throw in the towel – how and why
Human resources	Creative ways to get help – advisors, mentors, staff
Societal circumstances	Gender and age confrontations

Froghop Summary



Froghop is a middleware provider and custom software developer for the videogames, expanding geographically into China, and also venturing into “serious games” such as military and corporate training.

Froghop also provides consulting services to help clients understand where they need our help, and how our technology can provide that help.

We coined the term “Transmedial Access”, and have established ourselves as the thought leader.

We established the above through necessary evolution in order to survive. We turned our limitations and constraints into opportunities.

We are revenue-sustained and growing, well-positioned for acquisition exit strategy.

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Feel free to contact

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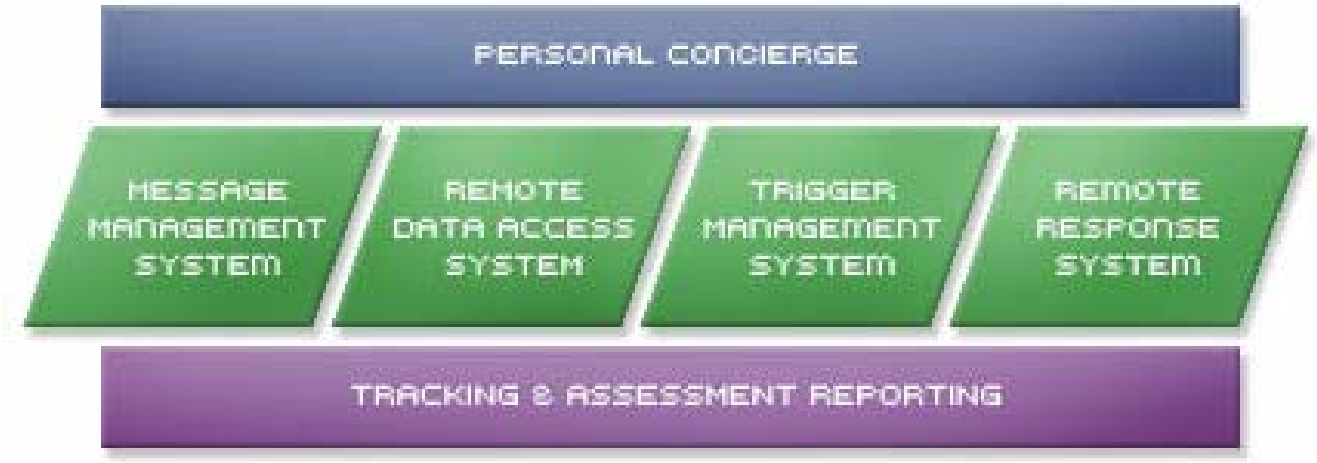
RAIN platform



A data & community building foundation with cross-platform interconnectivity, real-time data integration, bi-directional data flow, and enemy/alliance support tools

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