

Executive Summary

What Is Overwolf?

Overwolf is a software client aimed to socialize computer games by providing exciting ways to easily share game experiences with friends.

User's perspective

A gamer that is playing a PC game is isolated from the "Real World" – his social network connections, desktop and web applications. These applications may include instant messaging software, social networks and email, or stock market quotes and news – depending on the gamers' age and personal preferences. To get in touch with the real world, gamers are forced to quit, pause the game or Hit ALT+TAB and return to the default desktop resolution – an inconvenient, time consuming and inefficient process. Overwolf allows gamers to use their favorite applications **while** doing what they like best – playing games. We also provide tools such as screen capture, video capture, video replay and more, so that our users can easily share their gaming experiences on social networks and show their skills to friends and family.

Game publisher's perspective

A major challenge for many game publishers is that their games aren't connected to social networks. Zynga has perfected the concept of using Facebook for marketing their set of casual games. Overwolf aims to bring similar value to games publishers of traditional games. We provide a "plug and play" social tool that immediately connects games to social networks. Some of the features we provide for game publishers are:

- Connectivity to social networks like Facebook and Twitter, to easily share game events.
- Peer virality as individuals become evangelists through their sharing and spread awareness of titles to their network of friends.
- Enrich the game's website and increase engagement by providing user generated content such as photos and videos.
- Game pages on Facebook are basically dead and inactive. Overwolf brings these pages to life by providing them with real-time game events and a constant stream of content.
- Notifications like "Started to play X game" etc. to increase awareness and generate peer traffic to the game.
- User demographics.

Game publishers want to be integrated with social networks. Overwolf provides the ideal tool for that, with quick deployment and no integration barriers.