

“

Overplay may very well be
the future of gaming.

Village Global
Investor



OVERPLAY

Make any video a game

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OVERPLAY

FEATURED ON THIS SEASON OF

**SHARK
TANK**

"I like to geek out with the good stuff. Overplay is the good stuff!"

Mark Cuban

Overplay Investor & Advisor



OVERPLAY

We all love **watching videos**, and **playing games**



1 BILLION hours of video are watched on social media daily



Almost **70%** of consumers find short-form videos the most engaging content on social media



2 OUT OF 3 of Americans play at least one hour of video games every day



90% say they play because games bring joy



86% of Gen Z play games on mobile devices

OVERPLAY

is what's next

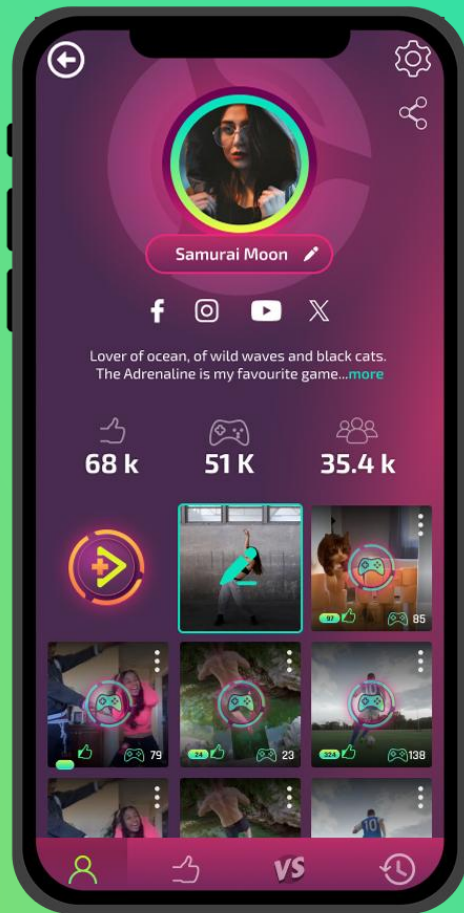
Now EVERYONE can
turn their videos into
games - in minutes,
with no code



GET IT ON
Google Play



Download on the
App Store

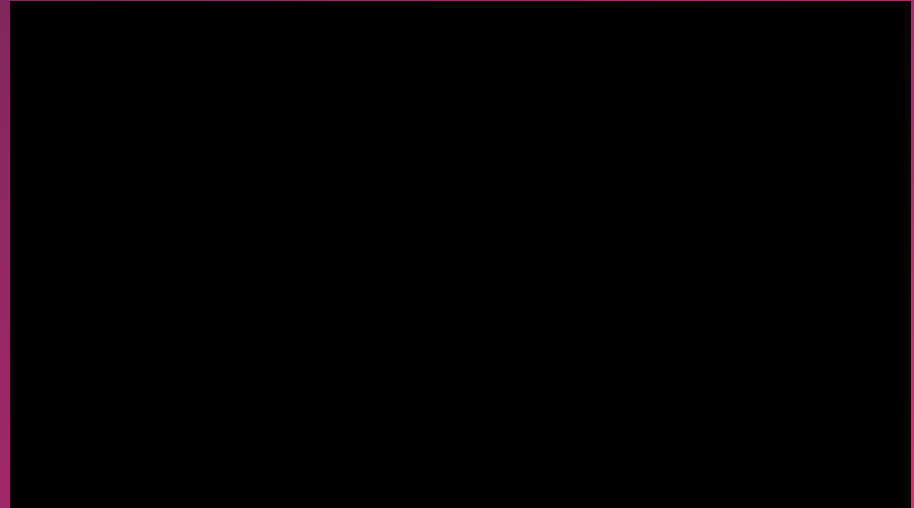


OVERPLAY

Unleashing a world of **limitless**

 **gameplay**

and **game creation** 



[Click to play video](#)

AI turbocharges **creativity**

Overplay AI serves as your creative assistant, allowing you to transform videos into extraordinary games



[Click to play video](#)

Brands love playable **game ads**

» With Overplay, brands can create **playable game ads** at a **fraction of the cost & time** currently required to make them



Playable ads are preferred by

9 OUT OF 10

marketers and yield a

**7X
HIGHER**

conversion rate
than other ad
formats

Creators are **engaging** fans in a whole **new way**

Ampisound

Parkour creator



3.3 M
subscribers

Emmy Combs

Makeup creator



9.8 M
followers

Danny Go!

Kids creator



660M
views



VERPLAY

“

It's definitely going to be the next big thing for content creators, you can give your fans such phenomenal new experiences!



Scott Bass of Ampisound
YouTube Creator

OVERPLAY
AMPISOUND

[Click to play video](#)

OVERPLAY

Overplays are **more engaging**, have **more repeat plays**, and are **more valuable** than regular video

250K APP
DOWNLOADS

1.5M GAMES
PLAYED

4M MINUTES
PLAYED

2.3X PLAYS PER
GAME IN ONE
SITTING*

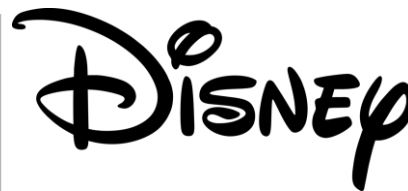
70 SECONDS
PLAYED PER
GAME IN ONE
SITTING*

23X MORE INTERACTION
TIME THAN REGULAR
VIDEO*

* Compared to the same YouTube video which garnered an average of one play with :03 seconds of viewing time

Attracting Gen Z to Play & Engage:

Current POCs with top media companies and brands



The need for brands to attract Gen Z is REAL and URGENT. The best way to do it is with games!

Games made from video are a WHOLE NEW REVENUE STREAM for brands. Overplay is the only technology partner that can do it.

Overplay pilots differ from partner to partner and could include: QR codes appearing in promotions and during telecasts that would lead to playable games; branded channel page on the Overplay app, collections of games (of specific athletes, events, etc.); CTAs with challenges for getting high score, sharing with friends, etc. that gets fans enrolled in sweepstakes, discounts to products, etc.; premium paid games and subscriptions; upcoming events pages with promotional games and links to purchase tickets; custom scoreboards, game countdowns and animations; access to metrics; ability to issue challenges to fans to make and submit their own games from the brand's archived content; sponsor branding on games and in other areas of the branded channel.

Overplay inks deal with NASCAR teams for 2025!

New for the NASCAR 2025 season, we will have **our very own race car!** Overplay will be at races all over the country in front of tens of millions of viewers! At the races themselves, fans, friends, and investors will also be able to meet NASCAR drivers, explore Overplay's newest technology, and even snap a photo with the Overplay race car.

Overplay's patented technology will be the **horsepower behind games made from broadcast sports.** Through QR codes on telecast, social media, and live events, fans will be able to download racing games, challenge friends, win rewards and even make their own games.

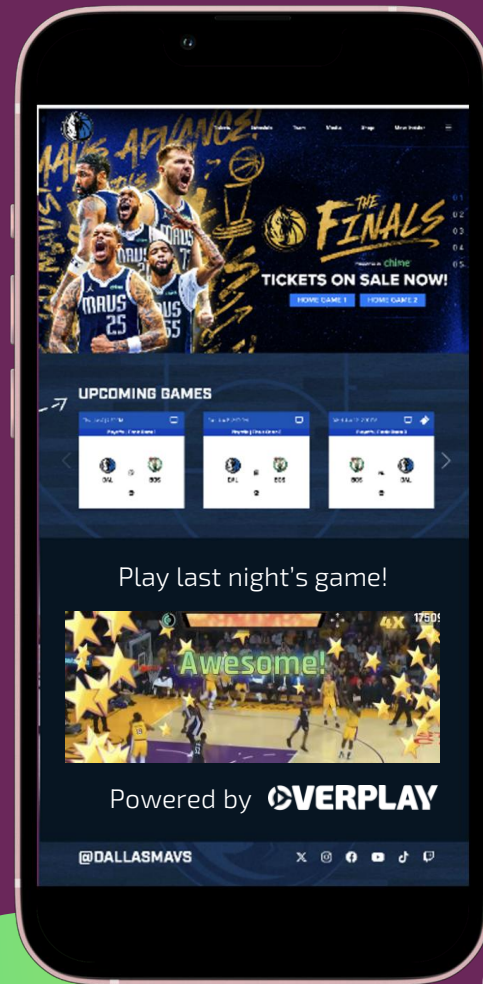


Coming 2025!

Overplay API lets you
own your audience.

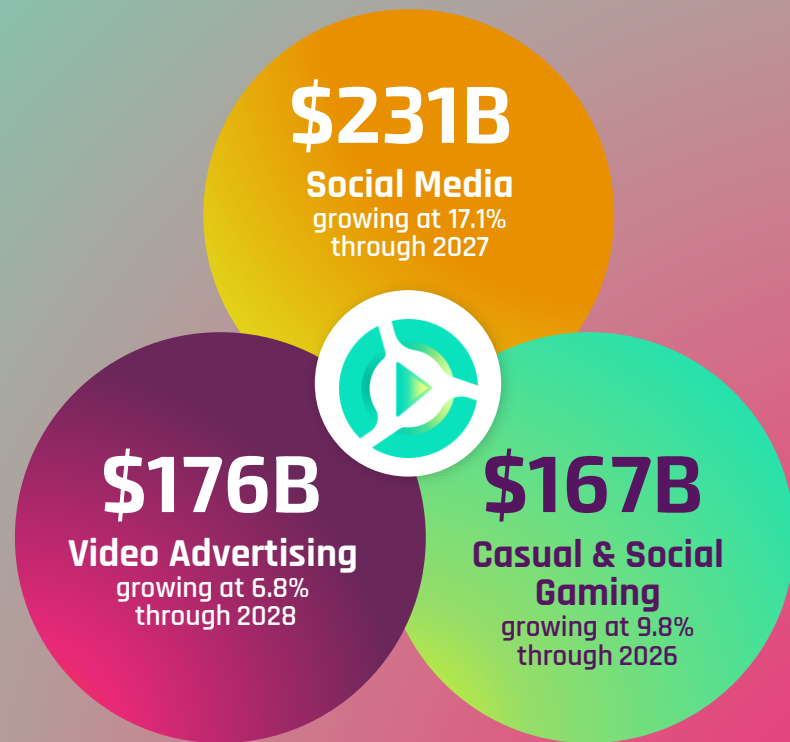
Make and feature games on
your own websites and apps
& gain **valuable insights**.

Games played, shares,
click-through rate, and more!



OVERPLAY

We're revolutionizing a
\$574 billion
digital media landscape



Source: Statista, PWC, The Business Research Company

4.8B

Social Media
Users

3.26B

Gamers

207M

Content Creators



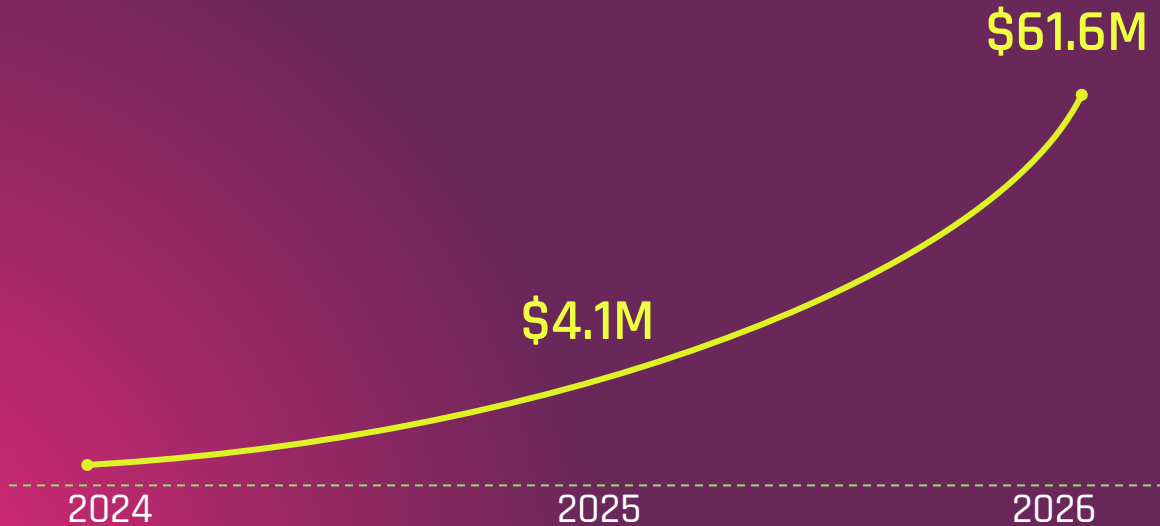
There are
BILLIONS
of potential
Overplayers

OVERPLAY

We're using **proven monetization models** from gaming and advertising

» Revenue from technology licensing and advertising rev share

REVENUE RUN RATE



\$61.6M

2026
Revenue
Run Rate

Visionary investors believe in

OVERPLAY

Gaingels 

VILLAGE
GLOBAL

 **OUTLANDER**
CAPITAL

STAMPEDE
VENTURES

SOUND MEDIA VENTURES

EVERYREALM

band
OF ANGELS

 **Singularity**
A VENTURE PLATFORM
Capital

RED & BLUE
VENTURES

PLUS EIGHT
EQUITY PARTNERS

 **Adobe Fund**
for Design

Backed by the world's leading **media tycoons**

Funded by Village Global whose LPs include:



Reid Hoffman
Founder, LinkedIn



David Baszucki
Co-Founder and CEO, Roblox



Bob Iger
Chairman & CEO, The Walt
Disney Corporation



Anthony Wood
Founder, Roku



Susan Wojcicki
Former CEO, Youtube



Mark Zuckerberg
Founder, Meta

**And Mark Cuban is now
an investor & advisor!**



We're a seasoned team of **award-winning** interactive **creators** and serial **entrepreneurs**



DAN PROJANSKY

Co-Founder & CEO

Emmy Nominated game creator | Former VP of Interactive Production at Sesame Workshop | Created Games For Xbox, Nintendo, Playstation, Apple & Android with 25M downloads



FACUNDO MOUNES

Head of Games

Former Lead Game Designer at Jam City, overseeing games with 1M+ DAU. Produced 35+ published games for mobile, PC & consoles



CAROLINE STRZALKA

Co-Founder & COO

Ran digital media business development at Sesame Workshop & Scholastic | Partnered with Netflix, Hulu & YouTube | Took multi-billion dollar companies public as an investment banker. Wharton MBA



DAVID STRICKLAND

Technical Advisor

Former VP Technology at Peloton Interactive & CTO at Press Sports. Scaled tech teams from 0 to 40. Georgia Tech BS Computer Science.

Team experience includes:



Morgan Stanley



citibank



Gaming and creator platforms sell for **BILLIONS**



Acquired by Google
in **2006** for

\$1.65 B



Acquired by
Facebook in **2012** for

\$1 B



Acquired by
Microsoft in **2014** for

\$2.5 B



Acquired by
Amazon in **2014** for

\$970 M



IPO'd in
2017 at

\$33 B



IPO'd in
2021 at

\$38 B



Acquired by
Microsoft in **2023** for

\$76 B



Currently
valued at

\$26 B

On our way to **widespread adoption**

Existing Beta Release

- iOS and Android apps
- 2 patents secured
- Beta game player
- Beta game maker

2024 Integration

- Partnership integration
- Web player development
- Additional platform development (Web, Playstation)
- Adobe integration

1H 2025 Monetization

- Ad platform integration
- OTT set top box player
- Additional platform integration
- Real-time broadcast game development
- Multiplayer game development
- Generative AI game customization

2H 2025 Ubiquity

- Set top box integration
- Universal game engine
- Real-time broadcast game launch
- Multiplayer game launch
- Continued Generative AI game development

OVERPLAY

Invest in a game-changing opportunity

founders@overplay.com



MORNINGSTAR



yahoo!
finance

GamesBeat
VentureBeat