



<b>Company</b>	Crowdpark GmbH
<b>Sector</b>	Social Games - creating new genre of social betting games
<b>Founded</b>	2009
<b>Employees</b>	35 employees
<b>Headquarters</b>	Rotherstr. 18, 10245 Berlin, Germany
<b>URL Link</b>	<a href="http://www.crowdpark.com">http://www.crowdpark.com</a>

**Company Overview**

Crowdpark is pioneering social betting and casino games – bringing the thrill of legal betting to the world of social gaming. Crowdpark offers several betting and casino gaming products for multiple platforms including the Web, mobile, and social networks.

**Game Properties/Technology**

Crowdpark is the technology leader in social betting, applying its patented dynamic betting technology that enables forecasts in social gaming in real-time.

Everyone loves the fun of making bets on what will happen in the future, playing with friends and racking up achievements. Unlike any other genre in social games, Crowdpark adds a betting layer to where people are already connecting with friends on engaging topics such as sports matches, current events, celebrity gossip and the like across Facebook, mobile and the Web. The company offers several social betting and casino game products on a cross-platform basis.

## Games

Crowdpark's product portfolio includes Bet Tycoon, Pet Vegas, and AnteUp.

[Bet Tycoon](#) – The first Crowdpark game, [Bet Tycoon](#) is the biggest social betting game on Facebook (source: AppData). Bet Tycoon brings live betting to Facebook. Here friends can challenge each other to bet with virtual currency on a huge range of real-time events. Each new bet is a chance to move up in the ranks and show off to everyone on Facebook. Players can even make up their own bets, allowing them to place bets against each other on just about anything.

Crowdpark's patent-pending dynamic betting technology generates live, real-time experiences. Players can join, change or leave a bet at any time – similar to the stock market. Follow the game on Twitter [@BetTycoon](#).

[Pet Vegas](#) – The Facebook slot machine Pet Vegas combines the cutest pets with the best of the casino halls set in Las Vegas and brings players to a game genre they know and love, with a social twist. More than just a slot machine, Pet Vegas features themed slots such as "Furry Fortune," "Mystical Garden" and "Cleopetra."

Crowdpark's casino suite featuring Pet Vegas will soon launch on Facebook. Follow the game on Twitter [@PetVegas](#).

[AnteUp](#) – With its Web-based app AnteUp, Crowdpark brings betting into a truly social environment. The drive to place a bet is central to human nature. Crowdpark instantiates that betting drive in the mechanics of AnteUp.

Designed in a simple fashion, AnteUp allows players to bet on any subject, anytime, anywhere, and with anyone in their Facebook and Twitter networks. The game will also be available soon for mobile devices. Players make simple bets like 'I bet you a beer that the Red Sox will win the World Series.' AnteUp lets you bet with your friends, take sides and show the world your victories. Crowdpark's peer-to-peer betting makes it easy to bet on-the-go and is the perfect platform to engage in light-hearted, friendly competition and collect winnings. Follow the game on Twitter [@GoAnteUp](#).

## Market/Industry Segment

The estimated world-wide revenue from social network games was US\$3.65B in 2010, with projected revenues of US\$4.94B in 2011 and US\$6.20B in 2012 (source: Casual Games Association).

<b>Business Model</b>	Sale of virtual goods/micro-payments, as well as licensing white label versions of games to media and iGaming companies
<b>Expansion Plans</b>	<ul style="list-style-type: none"> <li>• Development of additional cross-platform games for Facebook and other social networks, the Web and for mobile devices (Android, iOS)</li> <li>• Scaling market reach for existing games</li> <li>• Hiring more talent in game design and development</li> <li>• Internationalization and partnerships through subsidiary Crowdpark Inc., San Francisco</li> </ul>
<b>Investors</b>	<a href="#">Earlybird Venture Capital</a> <a href="#">Target Partners</a> Business Angels
<b>Key Management</b>	CEO & Co-Founder:     Martin Frindt CPO & Co-Founder:     Ingo Hinterding COO:                     Christoph Jenke