

\$24m Wireless Gaming Commercialisation & Expansion

Validating, funding and commercialising a wireless gaming opportunity in Asia

The Transaction

A wireless licensed gaming and interactive entertainment company undertaking early and expansion financing alongside M&A restructuring.



AT A GLANCE

\$24m

Equity

Asia

Wireless gaming

Telstra + Vodafone

Licences secured

Our Approach

- **Market Evaluation**
Assessed the wireless gaming and applications-development market.
- **Opportunity Validation**
Refined the opportunity with an interim focus on SMS gaming.
- **Business Planning**
Prepared the business plan and revenue/pricing model.
- **Commercialisation**
Supported licensing, Series B funding and expansion in Asia.

Outcome

Successful Series B funding, commercialisation and Asian expansion, together with a JV with MIG Asia.

Experience Across the Journey

