

AI Powered Dynamic Pricing



EXECUTIVE SUMMARY

Apprien seeks to disrupt the apps and mobile gaming ecosystems by fully automating In App Purchase pricing & driving greater publisher revenue.

Apprien's Dynamic Pricing Engine captures the full value of the elasticity of demand for items in apps and games, and is proven to increase customer revenue by 20-40%.

Apprien is seeking investment funds to accelerate customer acquisition and add self-service features to enable scaling this SaaS platform business.

TEAM



Antti Hätinen / Founder

Awarded serial entrepreneur with 25y of IT experience
Founder of PHZ.fi Full Stack –group with 4.5M EUR revenue
2 M.Sc. Degrees in Telecom Engineering, CS and Business

Arto Käyhkö / CSO

Extremely well connected
30y of experience from Google, Pollen.vc, Nordkapp

Patrick McSteen / COO Operations

25y of experience in games and ad monetisation
Customer success

Petar Teodosin / CTO

30y of experience in IT
Cloud technologies, AI, Full Stack Develelopment, Mobile



VISION

AI Agents will revolutionize web within the next 5 years. Web and Mobile will be replaced by AI agents, but they need still to offer competitive prices dynamically.

For a large mobile game company with 2B EUR of revenue, 20% uplift on revenue means +400M EUR of added value.

APPRIEN PRICING ENGINE DATA CYCLE

Price A/Z testing

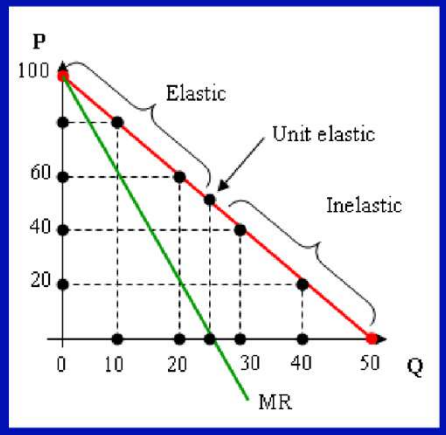
Sales Data

Apprien

Optimum Prices

ANDROID APP ON Google play

Download on the App Store



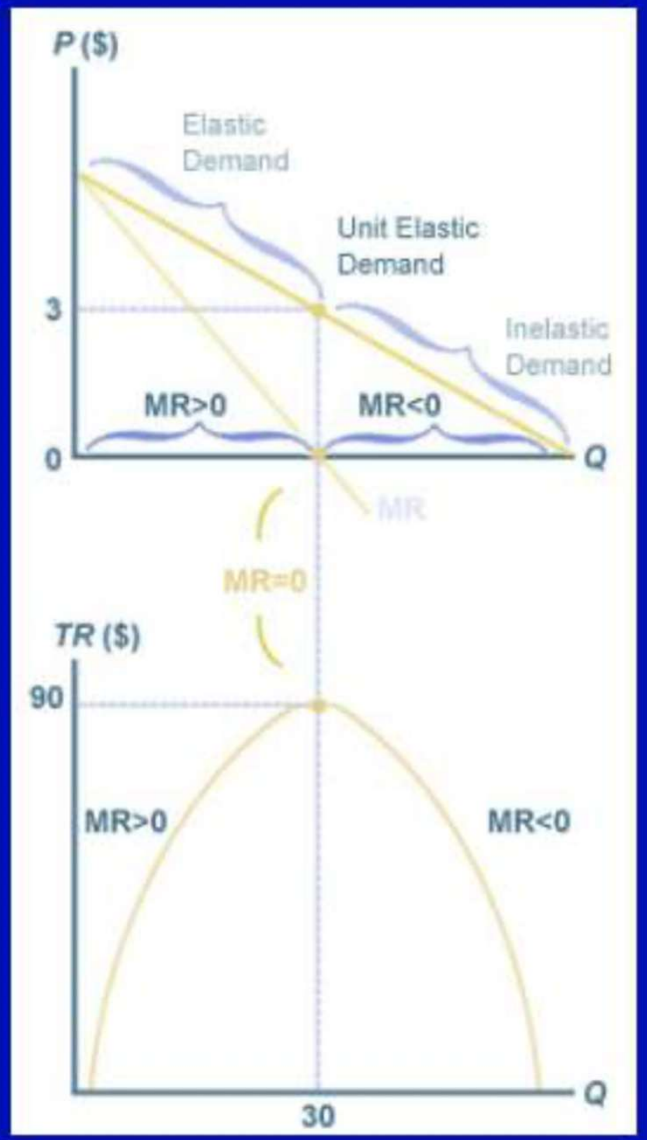
unity

PRICE ELASTICITY OF DEMAND

Apprien price analysis is based on Price Elasticity of Demand

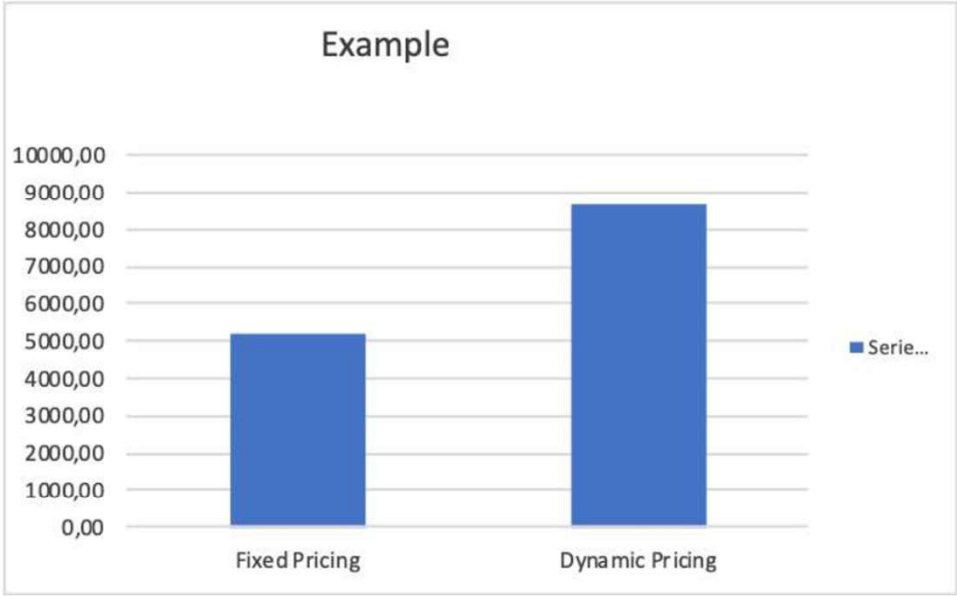
- In gaming, supply is infinite
- Revenue is maximized when Price x Quantity = Revenue
- Do not sell for too high or too low prices
- Markets are in constant flux in different countries





Example Bundle

Price	Quantity	Sales	Scaled Sales
6,59	*0*	*0,00*	*0,00*
5,99	*0*	*0,00*	*0,00*
5,39	*560*	*3018,4*	*4024,5*
4,99	***260***	***1297,4***	***5189,6***
4,89	*680*	*3325,2*	*4433,6*
4,39	*40*	*175,6*	*234,1*
3,99	*0*	*0,00*	*0,00*



Column1	Sales	Uplift	Uplift / day	Uplift %
Fixed Pricing	5189,60			
Dynamic Pricing	8692,27	3502,67	389,19	67%

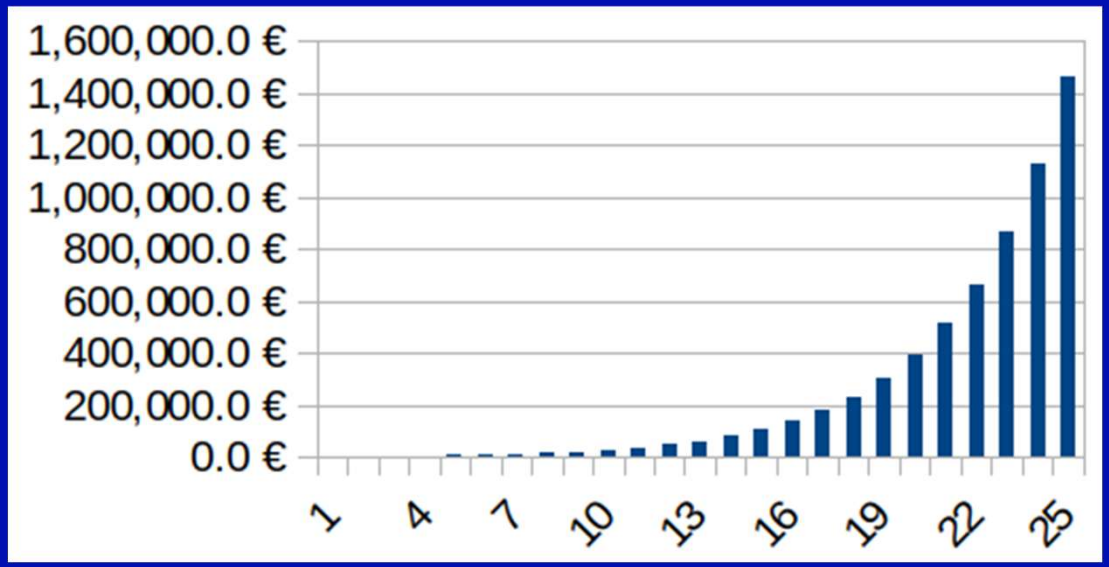
Dynamic Pricing has yielded 67% more revenue for product1.

Sales are scaled by test cohort size 25% (bold).



SCALABLE BUSINESS MODEL

Apprien cost structure is fixed, but revenues scale up. Mostly sales effort at trade shows + customer success.





GREAT CUSTOMER ARGUMENTS

Up to 20-40% more revenue customers, without any fixed costs.

More money for your game development and reactivity towards competition in the markets.

Country/channel/currency specific pricing and automated price management tools to help your yield management and sales.

Works on Android, iOS and eCommerce + other platforms.



Market Study

Mobile Gaming

- Unity has 90%+ marketshare
- Uplift 20-40%

eCommerce

- Integration needed for ~15 major eCommerce platforms

Industrial

- Pre-study: 8-9% uplift for a steel company with 160M EUR revenue
- High integration costs

Retail

- Värisilmä – price comparison for paint products



CUSTOMERS

Efficient Sales Process
- by trade shows
- 150 Leads / top 500 game companies

Plug in DIGITAL

KYY games

PHZ GAME STUDIOS



BUDGET

Cost Structure 650 000 EUR/y

Sales			
	1 Business Development Manager		100k
	1 Customer Success Manager		100k
	Travel		50k
R&D			
	1 CTO		100k
	2 Full Stack Developers	100k	
	1 Data analyst		50k
	1 Game Integration Developer		50k
Ops			
	Cloud Servers		50k
	Administration		50k
Total			650k



CAP TABLE

Pre-money

Antti Hätinen / PHZ.fi -group	95%	
Employees		5%

Previous Funding

Equity (PHZ.fi)		57k
Business Finland allowance	60k	
Bootstrapping Capital Loan / PHZ		1.5M



PROPOSAL

Funding

Sweat/Capital Loan – PHZ.fi	150k	
Equity – investors	500k	
TOTAL		650k

For 10% of the shares

Valuation (post-money) 7M EUR



EXIT PLANS

- Publishers – only one out of the 50 largest publishers can buy us out
    - Tilting Point acquired recently one of our competitors Gondola.io
- Advertising Tech Companies – Ad serving tech companies need vertical integration to app and game companies to be profitable to unlock their own revenue
- Ecommerce– these platforms have vast scale, and could easily see a persistent lift of 20-25% in their revenue
    - Such as SAP, IBM, Adobe



EASY & RISK FREE TO TRY

Integration project can be evaluated and priced in advance! Success fee only applies when you already make money

No need to invest into new technologies or platforms – use your current ones

No investments needed on additional licenses, Apprien is SaaS product

No need to hire additional staff like BI analyst, product owners or pricing managers – Automation benefits



VERY SCALABLE AI SaaS WITH CUSTOMER TRACTION

Contact

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