Deloitte.

The Israeli Video Games Ecosystem:
Converging Technologies, Emerging Opportunities
2018

Powered by: START-UP NATION CENTRAL   Game IS   KAEDAN

Powered by:

Deloitte.

Deloitte Israel is the leading professional services firm in Israel, offering audit, tax, risk management, financial advisory and business consulting services, including strategy, operations, technology and human capital consulting. Deloitte Israel provide end to end solutions to complex needs, based on the broadest and most professional range of solutions in Israel and Deloitte's global leadership. Deloitte's Innovation Tech Terminal ('ITT') is a platform connecting Israeli innovation with Deloitte's global clients in response to the ever growing demand for global innovation and technology strategies. This collaboration between Deloitte's US and Israeli practices allows clients to leverage the innovative technologies of Israel's best and brightest startups.

START-UP NATION CENTRAL

Start-Up Nation Central is an Israel-based non-profit that serves as a gateway to Israeli innovation. An authoritative source on the Israeli innovation ecosystem, the organization leverages its in-depth knowledge to help identify the best solutions for demanding corporate and government challenges, fueling Israel's innovation engine, convening thought leaders to help shape policies which support it, and enabling companies and technologies to grow. Start-Up Nation Central has curated the largest and most up-to-date innovation discovery platform of Israeli companies, R&D centers, investors and academics, (Start-Up Nation Finder), which provides accurate information on more than 5,500 companies across dozens of industries.

GameIS

GameIS is a non-profit organization that works to promote the digital games industry. The association is focused on raising awareness, holding professional gatherings and social events, organizing forums of mutual aid, and recruiting sponsors. It aims to constitute an official body that nurtures the local community; serve as an official representative with institutional, commercial, academic, and media entities; and represent the local industry in the international community.

KAEDAN

Kaedan Capital is a private investment group active for over a decade. They are entrepreneur-centric investors with co-founder mentality, focused on Israeli related, seed to early stage ventures in diverse technology areas. Kaedan Capital has been highly active in the local gaming ecosystem in the past few years being the lead investor of Playtika (acquired by Caesars Interactive), Jelly Button Games (acquired by Playtika) and seed investors at JoyTunes.

Contents

Introduction
Video Games Innovation in the Start-up Nation

The video games industry is much more than just fun and games. It has grown to be a cultural and economic phenomenon, and has outpaced the growth of other established modes of entertainment, such as film and music, across many regions. The industry has long evolved beyond the stereotypical image of a pastime reserved for teenage boys, having advanced technologically in leaps and bounds, and ushered in new value chains and business models. Its expansion to multiple forms of digital devices and platforms, ranging from Mobile to PC, diverse genres and cross-industry applications has reshaped both the industry and the demographics of its consumers, as it grew to become an integral part of modern-day society. In the following report we wish to shed some light on the promising role Israel, the 'Start-up Nation', has been playing in this field and the significant potential it holds to become a major contributor to the future world of video games.

In-depth Analysis and Voices from the Field

In an effort to provide our readers with a comprehensive overview, appropriate both for those more and less familiar with the subject matter, we have divided the report into two sections. In the first section, we present a brief review of the global video games industry, highlighting notable milestones, segments and market developments. In the second, we shift our focus to the Israeli video games industry. We begin by providing a bird's-eye view of Israel's innovative technological landscape, which served as the underpinnings for the development of its video games industry. This is followed by an account of the local industry's evolution over the past decade, as seen in the context of the developments reshaping the industry as a whole. As one of the objectives of this report was to gain insight into the makings of a successful video games industry, we chose to include two case studies of countries with somewhat comparable characteristics, Finland and Poland. These countries successfully developed promising video games industries and as such we felt could serve as meaningful industry benchmarks. In order to give our readers an insider's view of the local ecosystem, we conducted extensive interviews with industry experts, and it is with their help that we continue and explore the benefits afforded by this unique industry, as well as consider some of the challenges it faces. This is accompanied by some examples of prominent M&As and an in-depth analysis of the current Israeli ecosystem. We complete the report with a discussion of future developments and the outlook for the local industry. As a service to our readers, a detailed list of video games companies, currently operating in Israel, can be found in the appendix to this report. Out of these we chose to highlight four, which have already demonstrated some considerable promise.

Introduction

Video Games or Gaming?

The video games industry, which possesses a rich history, has grown to encompass multiple sub-segments, technological platforms and genres, intersecting with various corresponding industry verticals. Accordingly, it is important to note that when we use the term 'Video Games' we are referring to digital games in all their diverse formats. We duly acknowledge that 'Video Games' may no longer be the most accurate of terms to define this multiple-platform industry (with perhaps more appropriate terms being 'Electronic Games', 'Interactive Entertainment' or 'Digital Games'). Nonetheless, we chose to use this term, due to its prominence in popular culture and its widespread identification with the overall industry. That being said, it is important to emphasize that the scope of this report excludes games which contain an element of real-world monetary payouts (i.e. real-money gambling games). Although the term 'Gaming' has been increasingly adopted by the gambling industry, leading to some confusion, we nevertheless view gambling games as belonging to a distinct and separate industry, defined by its own unique set of characteristics and attributes.
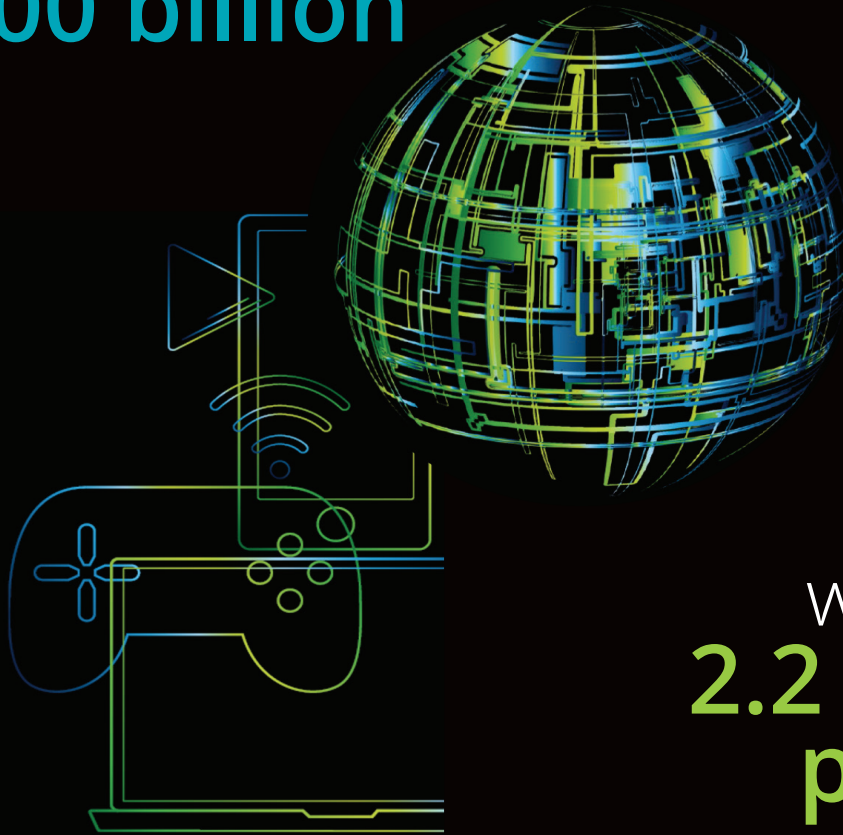
Social/Casual Games

One of the fastest growing segments of the video games industry, in recent years, has been the Social/Casual games category. These games are usually played for relatively short periods, serving as time fillers, employ simple game mechanics and require only minimal resources. A particular subset of the genre, which has gained considerable popularity, comprises games that emulate casino-style activities, such as slot machines and card games. Understandably, due to this similarity, some may mistakenly categorize them as gambling games. However, as stressed both here and throughout this report, the video games companies operating in this field and which have been included herein, are distinct in that they do not offer any monetary payouts to their players. The games do indeed mimic 'casino-type' game-play, but solely as a form of entertainment, with no monetary gains possible. In an interesting twist of events, some of the major acquisitions of social games companies, in recent years, have been led by gambling companies. Following the acquisition, these companies have been preserved as independent divisions, offering non-gambling, casino-style games. This apparent trend could in fact be viewed as a vote of confidence in the video games industry's long term viability, as it seems that gambling companies, possibly struggling with mounting regulatory constraints, are seeking to diversify their holdings and secure a share of this promising industry.

A Note to the Reader

The primary source for the Israeli industry analysis was data obtained from the publicly accessible 'Start-up Nation Finder - Innovation Discovery Platform' as provided to us by Start-up Nation Central. Additional information was received from GameIS (The Digital Games Industry Association in Israel) and its affiliates. It should also be noted, that our data-set included companies whose target markets are not solely limited to the video games industry. The decision to include these companies was made in light of the cross-sector nature and overarching applications of the overall present-day video games industry and particularly its technological and supporting services segments (such as Data Analytics and AR/VR technology). This document describes our preliminary findings and Deloitte's view as of this date. Therefore, Deloitte's judgement should be regarded as indicative, preliminary and for illustrative purposes only. In preparing this report, we have relied upon and assumed, without independent verification, the accuracy and completeness of all information available from public sources or which was provided to us or which was otherwise reviewed by us. Deloitte does not accept any duty, responsibility or liability with respect to the subject matter or contents of this report.

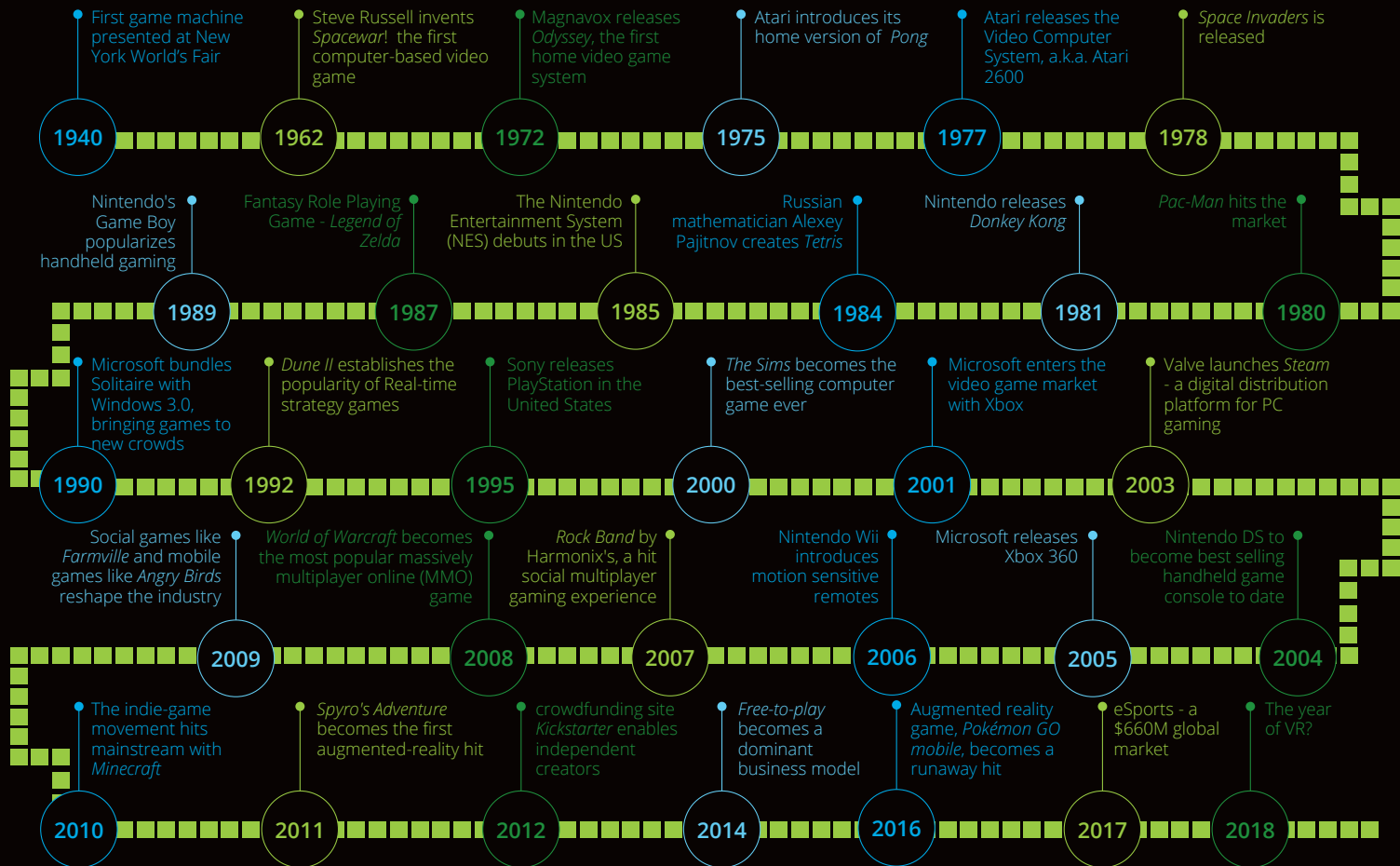The global Video Games industry
is worth about

US$100 billion

with over
**2.2 billion
players**

Timeline

From 'Pong' to 'Pokemon GO'

First game machine presented at New York World's Fair
1940

Steve Russell invents *Spacewar*! the first computer-based video game
1962

Magnavox releases *Odyssey*, the first home video game system
1972

Atari introduces its home version of *Pong*
1975

Atari releases the Video Computer System, a.k.a. Atari 2600
1977

Space Invaders is released
1978

Nintendo's Game Boy popularizes handheld gaming
1989

Fantasy Role Playing Game - *Legend of Zelda*
1987

The Nintendo Entertainment System (NES) debuts in the US
1985

Russian mathematician Alexey Pajitnov creates *Tetris*
1984

Nintendo releases *Donkey Kong*
1981

Pac-Man hits the market
1980

Microsoft bundles Solitaire with Windows 3.0, bringing games to new crowds
1990

Dune II establishes the popularity of Real-time strategy games
1992

Sony releases PlayStation in the United States
1995

The Sims becomes the best-selling computer game ever
2000

Microsoft enters the video game market with Xbox
2001

Valve launches *Steam* - a digital distribution platform for PC gaming
2003

Social games like *Farmville* and mobile games like *Angry Birds* reshape the industry
2009

World of Warcraft becomes the most popular massively multiplayer online (MMO) game
2008

Rock Band by Harmonix's, a hit social multiplayer gaming experience
2007

Nintendo Wii introduces motion sensitive remotes
2006

Microsoft releases Xbox 360
2005

Nintendo DS to become best selling handheld game console to date
2004

The indie-game movement hits mainstream with *Minecraft*
2010

Spyro's Adventure becomes the first augmented-reality hit
2011

crowdfunding site *Kickstarter* enables independent creators
2012

Free-to-play becomes a dominant business model
2014

Augmented reality game, *Pokémon GO mobile,* becomes a runaway hit
2016

eSports - a $660M global market
2017

The year of VR?
2018

Segments
## Mobilizing the Industry

The global video games industry has witnessed significant growth in recent years, and has outpaced the growth of other established modes of entertainment, such as film and music, across many regions. The overall industry, in terms of game platforms, can be broadly divided into three major segments, 1) TV/Console, 2) PC and 3) Mobile, with a fourth emerging segment representing new technologies such as Virtual/Augmented reality and streaming devices. The relative newcomer, Mobile has taken the lead over the more traditional console and PC segments. Driven by consumers seeking low-cost and portable gaming options, its share of the market is expected to continue to steadily increase in coming years.

TV / Console
31%
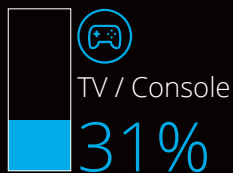
- Operates on dedicated hardware
- High development costs
- Large range of genres
- IP owners control system
- Physical and digital distribution, but still primarily physical

Mobile
42%
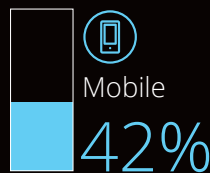
- Operates on tablets and phones
- Lowest development cost
- Primarily Social and Casual
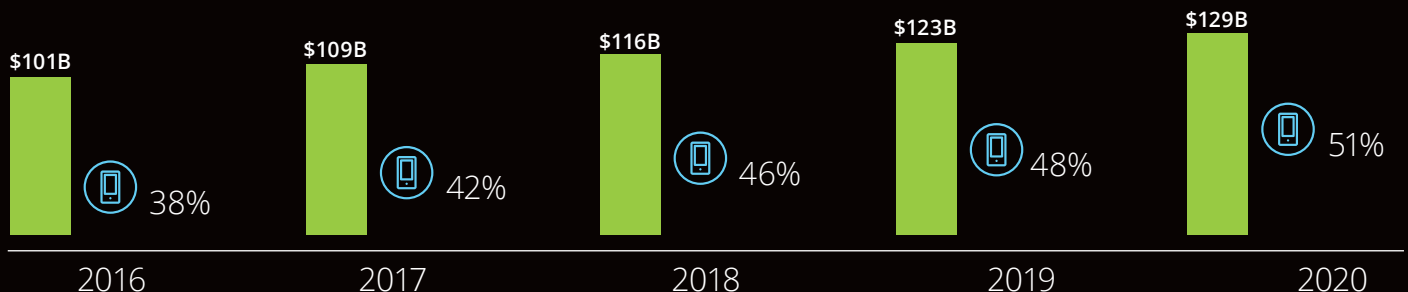- Largest potential audience

PC
27%
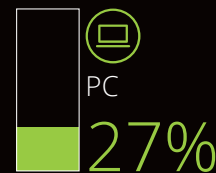
- Operates on Windows, Mac or Linux
- Costs can vary widely
- Large range of genres
- Majority of sales via digital distribution

$100B

Global Games Revenue
(Mobile as % of total)

$101B — 38% — 2016
$109B — 42% — 2017
$116B — 46% — 2018
$123B — 48% — 2019
$129B — 51% — 2020

Market Size and Regions
1/4 of the World's Population Plays Video Games

According to estimates the global video games market, in 2017, had over 2 billion players and generated over $100 billion in revenue from sales. The Asia-Pacific region represents the largest market by far, with China responsible for nearly a quarter of global video games revenue.
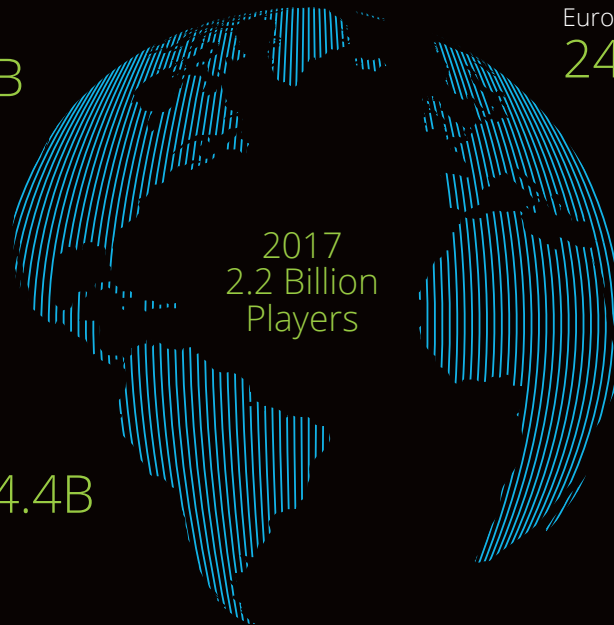
North America
25% ➜ $27B

US Total
$25.1B

Latin America
4% ➜ $4.4B

2017
2.2 Billion
Players

Europe Middle East and Africa
24% ➜ $26.2B

Asia - Pacific
47% ➜ $51.2B

China Total
$27.5B

Demographics
Who's Playing?

The profile of the average video games player, long been stereotypically characterized as teenage boys, has changed dramatically over the last decades. As generation X players grow older and mobile and web platforms attract whole new swaths of the population, the age and gender of the game-playing consumer-base has shifted considerably.

Breakdown of Players

44%
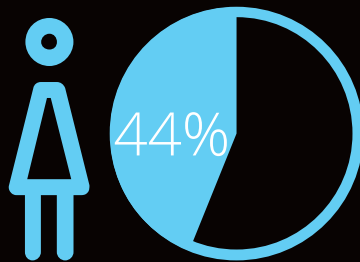
The average female player is
37

56%
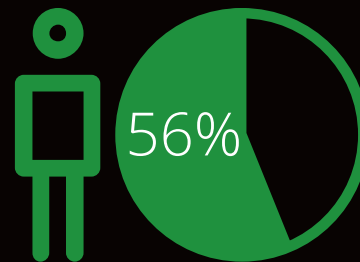
The average male player is
33

65%
of households have at least one person who plays 3 or more hours of video games a week

* Data for US market
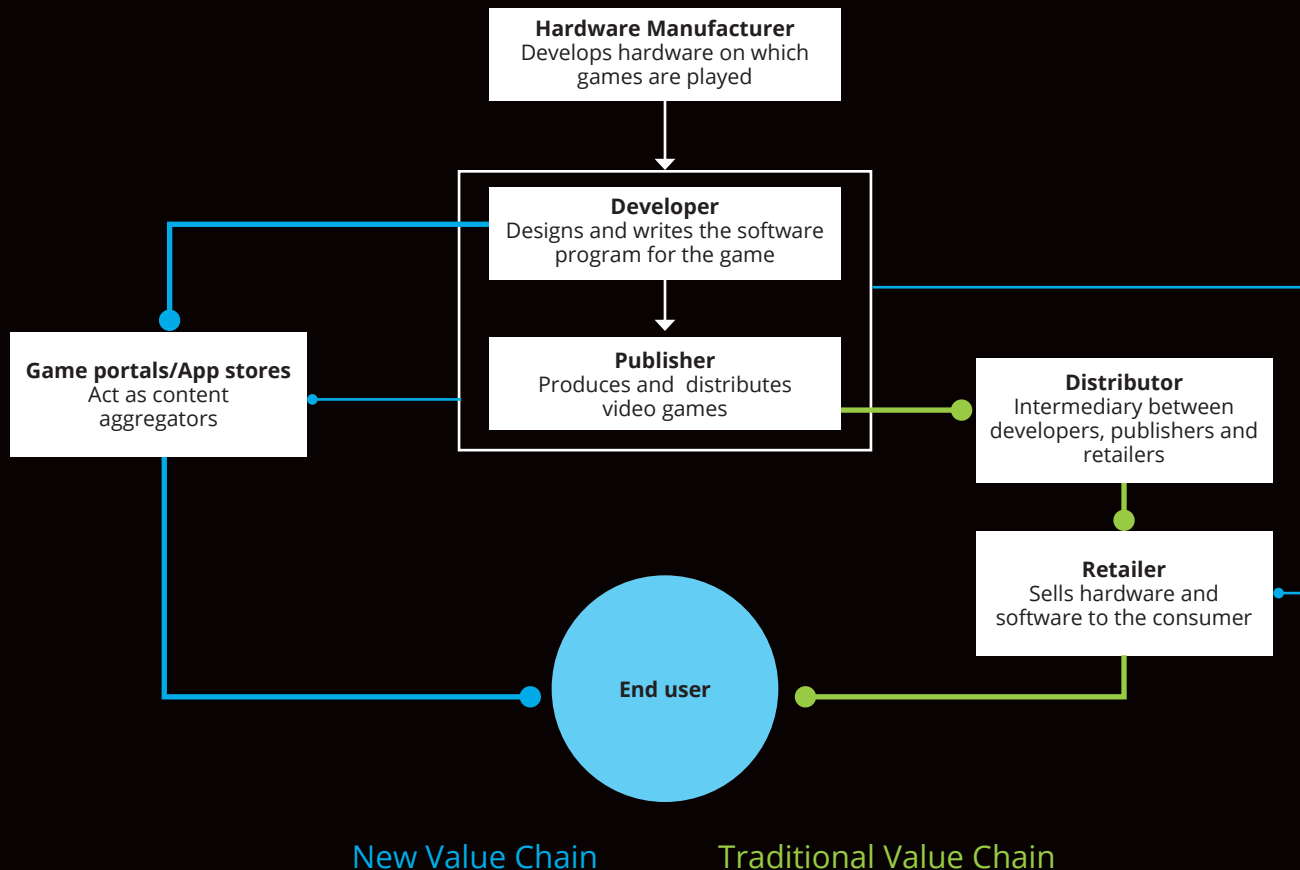
Genres

Something for Everyone

The world of video games encompasses an increasingly diverse and wide range of themes, as varied as movies and TV shows. Traditionally, game categories have been defined not only by the specific content they represent but by the type of game-play they provided, for example "Shooters ", "Role-playing " and "Social games". Below we present some examples of leading and popular video games categories.

DARK SOULS

CLASH of CLANS

Adventure

Strategy

COUNTER STRIKE
GLOBAL OFFENSIVE

EA SPORTS

FIFA 16

Sports

Shooter

CALL OF DUTY

Role playing

The Elder Scrolls V
SKYRIM

ANGRY BIRDS

Social & Casual

Racing

Action

NEED FOR SPEED

BATMAN

Value Chain
Changing the Rules of the Game

The transition to online digital distribution has disrupted the video games industry's value chain, circumventing the role played by the physical distributor and retailer. Games are now distributed primarily through game-portals or app stores, providing publishers, as well as independent developers, a more direct relationship with their end-users. These developments have served to lower the entry barriers, paving the way for new players to enter the market.

Hardware Manufacturer
Develops hardware on which games are played

Developer
Designs and writes the software program for the game

Publisher
Produces and distributes video games

Game portals/App stores
Act as content aggregators

Distributor
Intermediary between developers, publishers and retailers

Retailer
Sells hardware and software to the consumer

End user

New Value Chain   Traditional Value Chain

Business Models

Everybody Gets to Play!

The disruption of the video games commercial landscape brought with it new and alternative business models such as monthly subscriptions, pay-to-play, free-games-accepting-advertising and free-to-play (F2P). These new monetization strategies have sought to provide better suited solutions to the diverse user-base of this new era and have allowed new market entrants to capitalize on untapped markets.
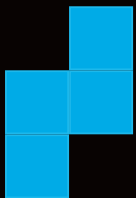
Advertising

Ads are presented to players, generating revenue for the game owner/developer

- In-game advertising (IGA) - ads appear as part of the game

- Around-game advertising - ads appear before/after the game

- IGA retention affected by: location, involvement and experience
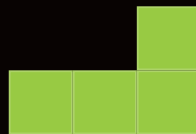
Free-to-play (F2P) and Freemium

A free version of the game is provided that includes offers to purchase upgrades or new features via micro payments (In-App purchases)

- Successful monetization is dependent on acquiring a large user base

- Real money exchanged for game-based currency

- 5%-7% of users ensure the game's profitability

Pay-to-play

The traditional business model, players pay to purchase or play the game (subscription). This is the model for physical game sales, but it serves online games as well

- Necessary to create unique and valued experience

- Must be able to justify higher price

- Usually requires the backing of a major studio

M&As
A Stake in the Game

Since 2012, the accumulative exit value of the 20 largest video games companies M&As has reached a total value of $46 billion. Below we present the 10 largest acquisitions (including the repeated sale of Supercell). As the stocks of major video games companies have shown double- to triple-digit gains in 2017, it seems clear what's driving this huge interest in this industry.

M&A SCORE BOARD

Ranking	Transaction	EV ($ B)	Year
1	Supercell acquired by Tencent	10.2	2016
2	King acquired by Activision Blizzard	5.9	2015
3	Supercell acquired by SoftBank Group	5.5	2015
4	Playtika acquired by Shanghai Giant	4.4	2016
5	Supercell acquired by GungHo/SoftBank	3.0	2013
6	Giant acquired by Baring Private Equity Asia	3.0	2014
7	Mojang acquired by Microsoft	2.5	2014
8	91 Wireless acquired by Baidu	1.9	2013
9	Shanda Games acquired by Management Buyout	1.9	2015
10	Outfit7 acquired by United Luck Group	1.1	2017

Supporting the Industry
A National Effort

Governments around the world, having recognized the potential benefits stemming from a successful video games industry, have taken various measures to support their local industry. Below is a sample of some such initiatives.

France

The Support Fund for Video games (FAJV) was co-funded by the French Ministry for Industry and by the Centre National du Cinéma (CNC). The FAJV supports companies at the development stage or during the production phase. The two primary forms of aid offered are a subsidy for the creation of intellectual property and financial support for R&D and innovation. Trade events may also be funded.

United Kingdom

The UK games fund which is funded by the UK Government is intended for supporting the UK games development sector and in particular the early-stage games development community. Video Games Tax Relief, afforded to companies producing games which qualify as being British, can be worth up to 20% of the core production costs of a game. Other tax benefits such as R&D relief, may also be utilized.

Denmark

The DFI which is financed by the Danish Ministry of Culture, offers a subsidy program for Danish video games. Support is granted for the development, production and launch of digital, interactive games, regardless of technological platforms and distribution process. The fund offers support for the development, production and launch stages, ranging between 50- 60% of the budget of each stage.

Spain

The National Support for the Development of Video Games fund, which is managed and financed by the Spanish Ministry of Industry, supports the development of software and gaming projects. The support provided is a mix of subvention and loan. Maximum subvention, is 10% of the project's total spending. Aid in the form of a loan may complete the grant to up to 100% of the eligible project costs.

Canada

The government grants upfront R&D support, which can provide companies with up to 50-80% of the total project cost. The Business Development Bank of Canada, has a mandate to 'aggressively support video game start-ups within Canada'. The Canada Media Fund, provides 'repayable contributions for specific funds, and for development, production, and marketing'.

Netherlands

The Dutch Game Garden (DGG) is a government-funded incubator and business center with multiple locations in the Netherlands, intended to accelerate the growth of the Dutch game industry both nationally and internationally. The foundation provides wide ranging support for starting and established game developers. In addition, the Game Fund, financed by the Dutch Ministry of Education, Culture and Science, encourages the development of artistic games.

Israel -
a Game Changer!

Israel's Unique Innovation Ecosystem

112
Hi-Tech Exits
in 2017 Totalled
$23B

Israel's unique innovation ecosystem
makes it the first port of call for organizations looking to innovate outside the US

Israel's Innovation World Rankings

World's highest Venture Capital per capita

World's highest number of startups per capita

World's 2nd highest R&D as % of GDP (4.1%)

World #3 in NASDAQ-listed tech companies (after US and China)

World 2nd most innovative nation

Startup Statistics

- Israel boasts more than 6,000 start-ups and about 600 new start-ups are launched each year

- There were over 1,200 exits of Israeli technology companies from 2006–2017 equaling over $98B in capital

- Israeli startups raised an all-time high of over $5 Billion in 2017

2017 Per Capita VC Investments in Start-ups

Germany
$34

US
$242
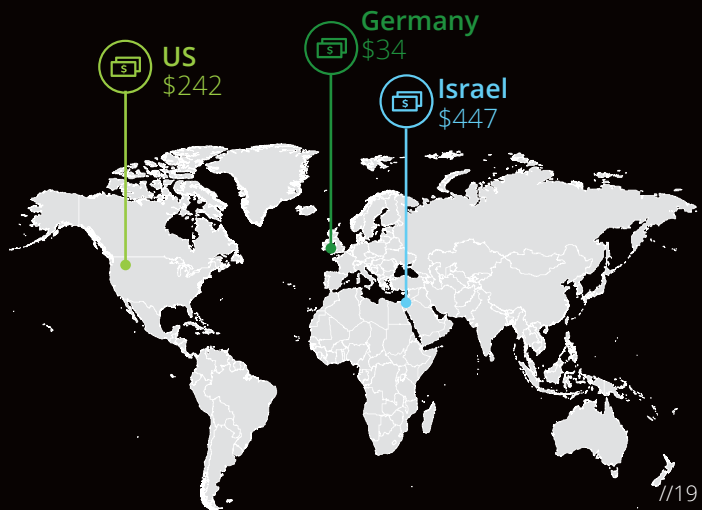
Israel
$447

Israel's culture of innovation has already spurred interest in its innovation ecosystem from leading global companies

Presence of 350+ MNC R&D centers

G GE IBM
Microsoft
Apple (intel)

CISCO
BARCLAYS
Motorola SAP
Citi

Haifa

Tel Aviv

Jerusalem

Be'er Sheva

EMC²
ORACLE
hp

Notable M&A and investment activity

intel

Intel acquired Mobileye for $15.3B in 2017 - the biggest-ever acquisition of an Israeli tech company.

Google

Google purchased Waze, a social navigation company, for ~$1 billion in 2013. Contrary to Google's HR policy, talent and development remains in Israel.

CISCO

Cisco has acquired 10 Israeli startups for more than $1.5B. In addition, Cisco has invested in 25 other Israeli startups.

IBM

IBM purchased Trusteer, an online banking security firm, for ~$1B in 2013. The transaction expanded IBM's cyber offering.

Israel's culture fosters innovation

Society

- Mandatory military service provides technical training and creates sense of responsibility, urgency and success orientation
- Fosters high quality educational system
- Experienced several waves of very educated immigrants

Emphasis on technology

- Hi-tech comprises 45% of exports
- 8-10% of workforce works in Hi-Tech, mostly working for MNCs
- Majority of startups fundamentally focused on "disruptive" innovation vs. "better mousetraps"

Government

- Provides subsidies for large R&D investments
- Develops technical innovations for defense and military purposes

Industry Background
A New Player Has Entered the Game!

The Israeli industry is a relative newcomer to the global video games scene, but has reached significant accomplishments within a short period of time. It has grown from a nascent industry in the early 2000's, to one that has produced success stories on a global scale, such as 'Playtika' and more recently 'Plarium'.

Humble Beginnings

Just over a decade ago the local industry was almost non-existent, with only a few companies active in the field, mostly comprising very small independent teams. Despite the fact that Israel, at this point, had already established itself as a high-tech hub and although being home to well-respected art programs and institutions, no industry existed, at the time, that melded the two to create the interdisciplinary dynamic as manifested in the video games industry. Talented individuals, wishing to enter the field, were often, due to the lack of relevant employment opportunities, left with no choice but to look elsewhere.

"...for many years, Israel was sort of a mystery for a lot of the market because people heard about all the great technologies and hi-tech and there was nothing that was coming from the content side ... ... I remember people asking what are you guys cooking there that nobody knows about ..."

"as Playtika, Plarium and others started to create games we got more and more recognition ..."

Guy Bendov,
CEO of Sidekick

Industry Background

Industry Redefined

The absence of a local video games ecosystem at this point in time, had much to do with the nature of the overall industry at this stage. Throughout the 90's and early 2000's the entry barriers to the video games industry were getting increasingly higher, as the graphical and technological advancements in game platforms required ever larger budgets, at times reaching tens of millions of dollars for a single game title.

Furthermore, although the industry in the 90's was displaying handsome growth rates, the market was still catering primarily to a core demographic of console and PC gamers. This situation, however, was soon to change dramatically, as the emergence of mobile phones and the advent of social media, reshaped the entire industry landscape within just a few short years. These new technologies shifted growth from the core market to the mass market, which quickly exploded from 100 million people to a market of over a billion. Beyond just expanding the addressable market, these developments also served to level the playing field. In this new era, incumbent market players no longer possessed a significant advantage over new market entrants, leaving many opportunities up for grabs. New companies, seeking to enter this space, no longer required budgets in the tens of millions, and securing seed financing would now suffice to allow them to get off the ground.

Industry Background

Rising to the Occasion

As this new reality unfolded, Israeli companies were quick to seize the day, leveraging their technological strengths, honed in other converging industries, to propel themselves to the forefront of these emerging market segments. Consequently, much of the focus of the local industry, in these early years, was dedicated to Social and Casual games. Beyond requiring only relatively minimal resources for game development, these specific areas of focus offered Israel the chance to apply its expertise in such fields as data mining, analytics and business intelligence to the video games industry. These capabilities are of critical importance as user-acquisition, player-retention and engagement are key components of successful ventures in these particular segments. Their relevance further increased as the rise of new monetization schemes such as free-to-play (F2P) and in-game advertising, meant that even small improvements in a number of metrics could make a significant difference to the bottom line. Accordingly, a host of startups offering supporting services and complementing platforms sprouted up locally to fill this need. Additional companies harnessed technological knowledge from other fields, such as motion sensing and image processing, to develop specialized hardware for enhancing game experience and enabling new features. This growth, in turn, led to the establishment of the first academic programs, notable among them the 'Beit Berl College', offering game design and development courses, with others soon to follow. Many of the instructors and graduates of these early programs would go on to shape and lead the local industry. Additionally, the introduction of new game development technology such as the Unity game engine, further lowered the entry barriers.

Industry Background

The Social/Casual, Mobile/Web arena proved to be highly profitable and hugely successful, becoming one of the leading revenue generators and fastest growing segments of the entire video games industry. Thus, these early initiatives have led in little over a decade to the development of an industry encompassing over 170 companies, employing approximately 4000 workers and generating an estimated revenue of approximately one billion dollars. The local video games industry is steadily taking its place among Israel's leading industry sectors and earning a name for itself globally.

Some past quotes regarding the Israeli industry:

" *The Israeli video games industry has been steadily growing over the last few years* "
Mike Rose, Gamasutra

"There are three countries we focus on these days for developers outside the US: China, Russia and Israel"
Sean Ryan, Director of Gaming Partnership Facebook

"One of the smallest countries in the Middle East, Israel, is a hub of tech and game development in the region."
Hassan Baig, Techcrunch
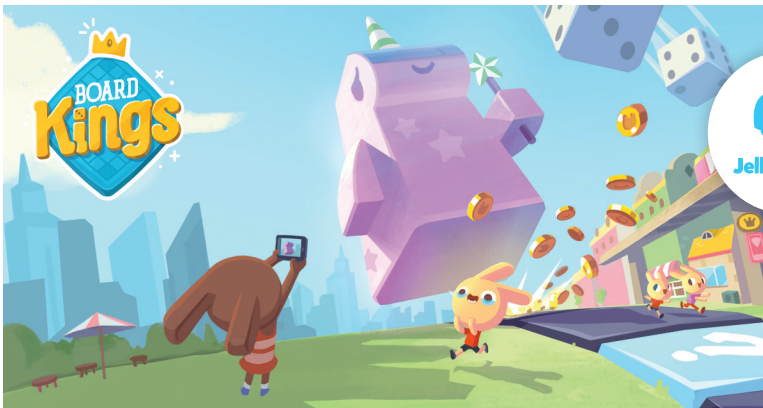
Industry Overview

Tech, Mobile and Social – Industry Cornerstones

The current Israeli ecosystem covers a wide breadth of segments, genres and verticals, yet can be broadly characterized according to a number of dominant features: Mobile/Web based, Technologically oriented and Social/Casual centered. These particular areas of focus can be attributed to the local industry's roots and DNA, in much the same way as industries in other countries, such as Finland and Poland, have developed their own unique identity and focal points. A fourth complementing dimension, characteristic of the Israeli industry, is its forward-facing nature and its involvement in emerging technologies and trends, such as AR/VR. As the Israeli video games industry matures it will most likely continue to pursue these core areas of competencies but can also be expected to venture into new fields. With time these efforts are likely to form the basis for a more comprehensive and wholesome video games ecosystem.

01 >
Mobile/Web Based
Video Games development in Israel has been predominantly based on mobile and web platforms.

02 >
Technologically Oriented
A significant number of companies focus on the creation of technological solutions and services to support the video games ecosystem, such as data analytics and ad services.
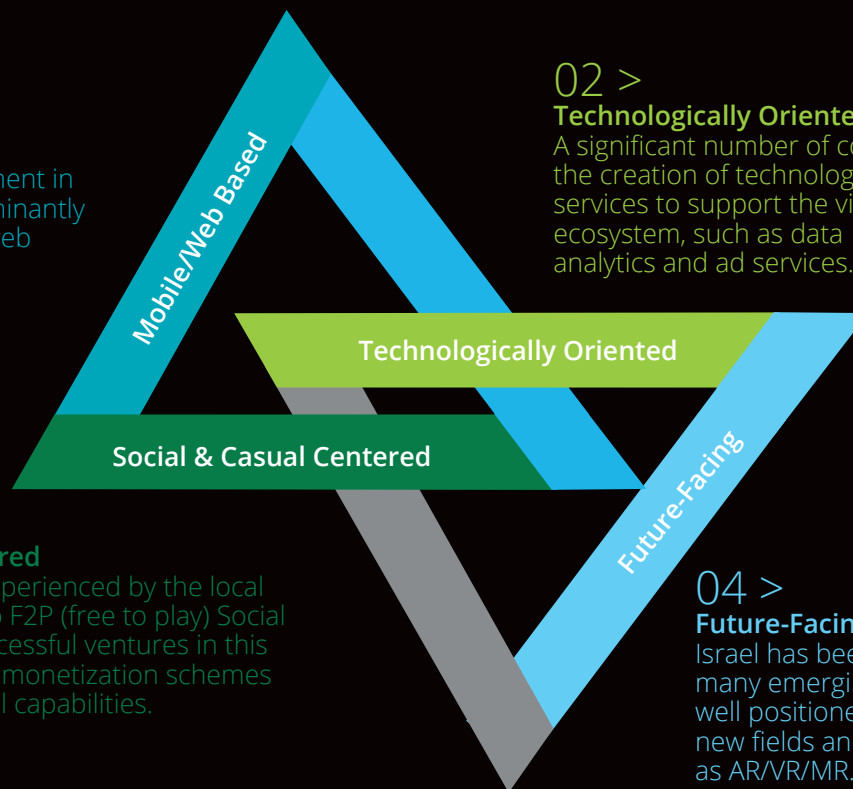
03 >
Social & Casual Centered
Much of the success experienced by the local industry is attributed to F2P (free to play) Social and Casual games. Successful ventures in this field depend on strong monetization schemes and advanced analytical capabilities.

04 >
Future-Facing
Israel has been at the forefront of many emerging trends and seems well positioned to lead the way in new fields and technologies such as AR/VR/MR.

Mobile/Web Based

Technologically Oriented

Social & Casual Centered

Future-Facing

Israel
Industry Stats

~$1 Billion in
revenue in 2016

Mobile/Web most
popular platforms for
development

Over 170
companies

Approx. 4000
employees

12 academic
programs and courses

Over $150 Million
invested in 2016

AR/VR leading
investment category

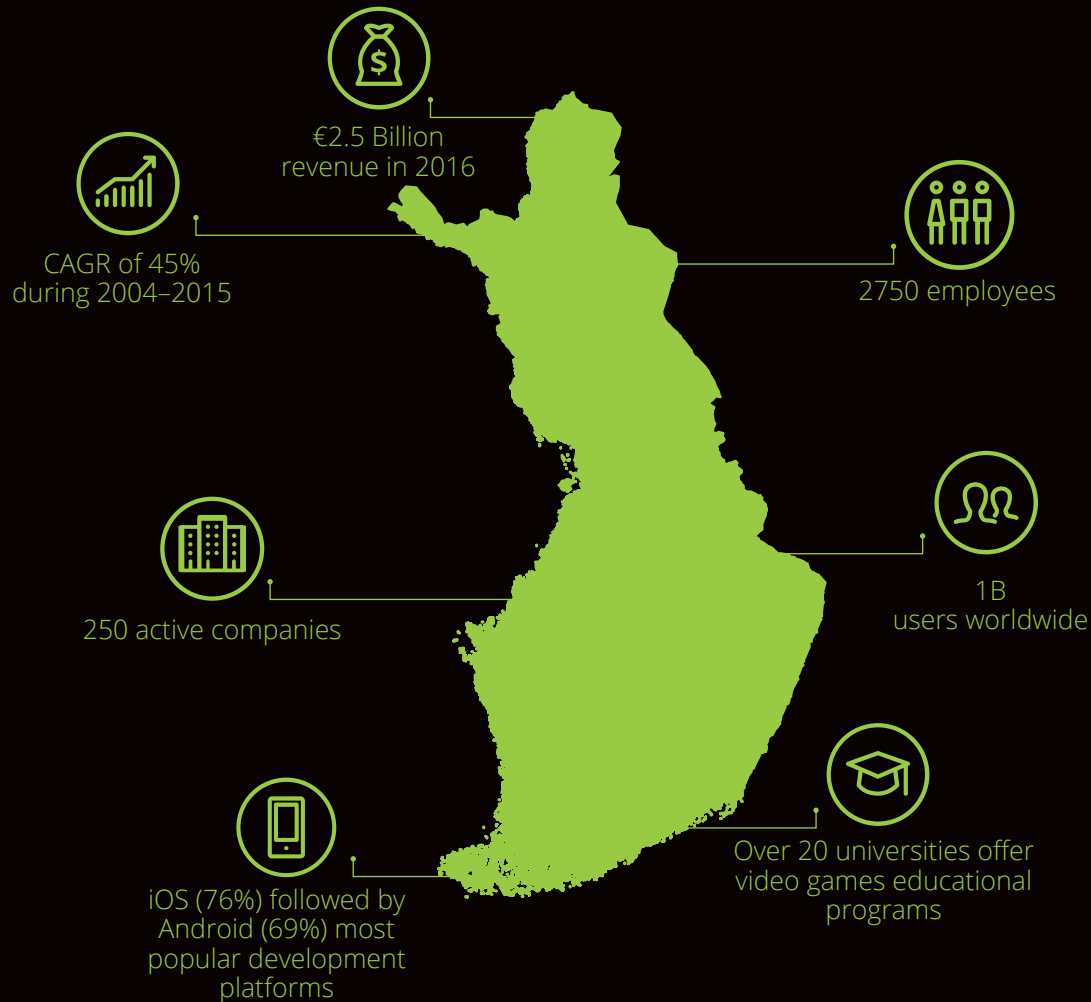# Industry Benchmarks
Finland – Catapulting to Success

A shining example of the video games industry's transformative power can be found in Finland's emergence as a world leader in the field, with over a billion people around the world playing games made in Finland. The video games industry has had both a cultural and economic impact on Finish society, with multiple stakeholders reaping the benefits.

The Finish video games industry is primarily centered around the mobile sector, with the great majority of companies developing games for this platform. This specialization may have its roots in Nokia's historical dominance in the Finish media market, but is attributed as well to the relative low cost of developing games for this platform. Although the story of the Finnish game industry can be traced back to the early 1980's, a number of key developments over the last decade have been credited as playing a major part in its evolution to becoming what it is today. The advent of digital distribution towards the end of the first decade of the 21st century, proved to be a crucial element in the Finnish games industry rise to prominence and success. This major shift in the industry's value chain opened the door to many would-be developers, previously dependent on the grace of powerful publishers. Digital distribution allowed small studios, with limited financial backing, to enter the market and reach wide audiences. Although not without its risks, such as the need to foot production and marketing costs, digital distribution provided those willing to take the chance, the opportunity to become household names and market leaders. It played a major role in the phenomenal success of Rovio's *Angry Birds* and was the driving force behind the industry's start-up boom. Another significant development was the rise of the free to play (F2P) business model. In the F2P model, consumers are granted free access to the games, but are offered extra features and upgrades for a fee. Titles such *Clash of Clans, Hay Day* and *Clash Royale,* took the Finnish industry to new heights, as Supercell's five most popular games reached a daily audience of 100 million players and earned over $5M daily. This success transformed the Finish industry, making it a drawing point for international investors, which in turn fueled additional growth.

Recognizing the industry's potential, 'Tekes', the Finnish Funding Agency for Innovation, has since 1995 been supporting the country's video game industry through networking services and funding, totaling approx. €100M. The local industry receives additional support from 'Invest in Finland Finpro', Finland's Trade and Investment Promotion Agency. These dedicated initiatives have proven to bear considerable fruit. The hugely successful 'Supercell' has attributed its existence to a loan for the sum of €400,000, it received in its early days from Tekes. Over the years the company received additional support, amounting in total to about €5M. Considering that the total tax revenue brought in by the company in 2016 (including corporate tax from the company's sale to Tencent) was estimated to be nearly €1B, this early investment, has without a doubt generated an outstanding ROI for Finland.

Finland

Industry Stats

€2.5 Billion
revenue in 2016

CAGR of 45%
during 2004–2015

2750 employees

250 active companies

1B
users worldwide

iOS (76%) followed by
Android (69%) most
popular development
platforms

Over 20 universities offer
video games educational
programs

Industry Benchmarks

Poland – Enchanting the World

Although not as large in terms of revenue as its Finish counterpart, the success of the polish industry should not be measured solely by monetary gains. The former Soviet Eastern-European country has managed through its achievements in the video games industry to rebrand itself as a creative, innovative and vibrant country in the eyes of a new generation of consumers, opinion leaders and decision-makers. The prominent status the industry has reached in Polish society and the high regard in which it is held by the government, is highlighted by the fact that during a visit of the US president to Poland in 2011, the Polish prime minister, chose to grant him, of all things, a video game as a token gift, the globally acclaimed *The Witcher*. The importance of the industry did not go unnoticed by the American President who upon a return visit in 2015, pointed to the achievement as testament to the place Poland's has taken in the new global economy.

Despite its present day success the Polish video games industry had to overcome a rocky start. Having limited access to hardware, software and learning materials throughout the formative years of the IT revolution, it was not until 2004 that it managed to attain international recognition with the commercial success of *Painkiller*. The Polish video games industry comprises both major development studios producing blockbuster titles (i.e. AAA games), and specialized studios consisting of small teams of programmers, sound and animation artists, developing indie games. The industry successfully attracted the attention of market leaders, which choose to invest in local companies, set up branches and outsource work to Polish studios. Hoping to further advance the industry, studios, including the largest and most influential development companies, came together in 2014 to form what would later be known as the 'Polish Games Association'. In its effort to allow the Polish industry to successfully compete with countries receiving state support, the association managed to leverage industry research to garner support from the government. As part of a joint initiative with the country's largest studio, CD Projekt, the government established a video games investment fund, focused on increasing the local industry's competitive advantage through R&D. Despite the fact that the current day Polish video games industry represents only a fraction of the country's GDP, the government has recognized the industry's potential to stimulate growth and innovation and as such seeks to guarantee its place among market leaders.

Poland

Industry Stats

Over 290 studios, 13 of which are listed on the stock market

89% of Polish games are released for Windows PC

Premium is the most common business model, followed by F2P (22%)

$20 Million government investment fund for game development

$335 Million revenue in 2016

Over 2000 employees

Industry Benchmarks

Where We Stand Today - What About Tomorrow?

Poland

GDP	$469.5B
Population	39M

Revenue	$335M
# Companies	290
# Employees	2000
Gov. support	√
#1 platform	PC

Israel

GDP	$318.7B
Population	8M

Revenue	~$1B
# Companies	170
# Employees	4000
Gov. support	-
#1 platform	Mobile

Finland

GDP	$236.8B
Population	6M

Revenue	$2.5B
# Companies	250
# Employees	2750
Gov. support	√
#1 platform	Mobile

Benefits

The Impact of a Successful Industry

Provides financial gains stemming from sales and income tax as well as investments in infrastructure and R&D

Promotes interdisciplinary research and development, contributing to multiple industries such as advertising and e-commerce

Cross-Sector Innovation

Financial Gains

New Employment Opportunities

International Recognition & Branding

Multi-functional Applications

Extends employment opportunities to new segments of society previously precluded from the hi-tech industry, such as the music and designing arts as well as opening new technological, career paths

Serves as an effective medium for rebranding the country in the eyes and minds of younger generations throughout the world, bridging pitfalls of bias and stigma

Provides new tools for educational, wellness and social enhancement, leveraging game play fundamentals to offer original solutions for unmet needs

Benefits

Financial Gains

Though being home to a vibrant and active video games development community, in terms of market size, Israel is comparatively minuscule on a global scale (ranked 53'd in the world). Accordingly, the local Israeli video games industry is almost entirely export-oriented, with addressable markets spanning the entire globe. This focus on foreign video games markets confers a significant economic benefit as the revenue generated from overseas sales boosts foreign currency inflows and taxable income. In addition, when a company is sold or "exits", the country collects capital gains tax. As illustrated by a recent example, it is estimated that the sale of Israeli video games company 'Plarium' for $500M to the Australian company 'Aristocrat', will contribute approx. $130-140M to state coffers. Furthermore, additional taxes may apply if Aristocrat should decide to transfer Plarium's intellectual property abroad. The economic benefits afforded by fostering a strong video games industry extend beyond present-day gains. As the industry develops and establishes itself, its workforce will mature alongside it, broadening and strengthening its skill-base, thus increasing productivity and generating higher returns. This effect will be further bolstered by fresh graduates entering the market and expanding the talent pool. Seeing that many of the companies currently inhabiting the Israeli ecosystem are small-sized, young businesses, measures taken today can play a key role in shaping the industry's future by allowing these companies to maximize their potential and emerge as pillars of tomorrow's growth.

Benefits

Cross-sector Innovation

The video games industry is characteristically R&D intensive, investing significantly in furthering the development of new technologies, in its quest to create evermore innovative games and services for a new generation of players. This investment also generates "technological spillover" effects, which benefit other segments of the economy, by introducing new technologies and supporting increased productivity. As an inventive, highly creative and technologically based industry, developments in the video games industry often give rise to original ideas, concepts, business models and technologies applicable across various industry sectors. The video games industry is actively engaged in developing emerging technologies such as virtual reality, big data analytics and artificial intelligence, which are expected to play a pivotal role in driving growth across many industries and to become essential for future economic activity. As demonstrated by a recent example, 'Unity', the popular game development engine, adapted its platform to support algorithm testing for machine learning researchers, allowing them to produce complex simulated environments for AI experimentation.

"...that's one of the nice things about the video games industry its turning to be so big that being a companion to your game experience can actually be a very meaningful business"

Doron Nir, CEO & Co-founder StreamElements

"...for me the main interest in this industry is because it is the perfect bridge between technology and creativity"

Goldy, Co-founder at HunchBots & GameIS

Benefits

Multi-functional Applications

Video games, which have long been conceived as merely a means of entertainment have emerged to inspire the creation of a whole new category of implementations known as 'Serious' or 'Meaningful' games. These games aim to leverage the entertaining aspects of game-play in order to achieve additional objectives and can be applied in diverse fields such as education, health and corporate training. Examples include facilitating physical therapy for stroke rehabilitation, training emergency personnel and promoting conflict resolution, to name just a few. These tools afford a great degree of flexibility and can be offered in multiple formats. Educational games, for instance, can be designed as off-the-shelf products intended for specific areas of study or as a platform for creating tailored-made games, adaptable for all levels of learning. The adoption and use of such games is expected to increase, as advances in technologies, such as AR, lend themselves to additional and enhanced use cases.

Benefits

New Employment Opportunities

The video games industry comprises a unique blend of technology and the humanities. As such, it can grant whole segments of society, previously excluded from the core technological industry, access to an advanced hi-tech-like industry with all the accompanying benefits. Graphic designers, musicians, and content creators hailing from other fields such as film and media, will be afforded the opportunity to take part in this industry, as they are all essential elements of a successful video games venture. Furthermore, the requirement in many high-tech sectors for specialized knowledge and experience in advanced fields of computer science, poses a significant entry barrier for newcomers. The video games industry, on the other hand, includes many areas which can more easily accommodate the integration of recent graduates and entry-level employees, allowing them to develop their skills as they advance in the industry.

International Recognition & Branding

As previously illustrated, video games, in their various forms, have grown to become a mainstream activity, gaining huge popularity and wide social acceptance across the world. Their large audience base and extensive cross-cultural exposure, make a successful local video games industry a powerful medium for conveying a positive national image, allowing the country to brand itself as a source of creativity and highlight its contribution to mainstream culture.

"in general Israel wants to be able to promote the arts and create an ecosystem where artists can graduate from art school and get a job ... and be able to export that culture worldwide to a mass market, ... "

"...you have people in countries that don't like Israel actually playing games that are made in Israel. I think that there are definitely ways to do that without too much expense, with a little involvement of the government"

Sam Glassenberg, CEO of Funtactix/FTX Games

Challenges

The Missing Pieces of the Puzzle

Cultivating a Skilled Workforce

Expanding the Ecosystem

Encouraging Investments

Maintaining a Competitive Advantage and Supporting Growth

Challenges

Through discussions with our experts we were able to outline some of the key challenges currently facing the Israeli video games industry.

Expanding the Ecosystem

As delineated above a great portion of activity in the local industry has been centered around a number of specific fields of expertise i.e. mobile/web platforms, social/casual games and technology development. In order to successfully expand beyond these present-day focal points and promote additional capacities such as original content creation, concrete steps must be taken to advance these goals.

"what the industry needs here are more companies that become training grounds for people"

Guzman Diaz, Investor at Index Ventures

"A classic example is ECI Telecom or companies like Checkpoint or Amdocs, where former employees went on to launch new startups, creating a healthy inverted pyramid"

Yariv Ben Zichri, Head of Research at Plarium

Challenges

Staying the Course

One important element in this quest will be the willingness to invest dedicated and long-term efforts in creating this type of content. Successful video games titles are a product of significant investment of both time and resources. There is a need to foster and adopt a specific mindset when seeking to advance in this direction, and this should be led by industry champions. International success stories, such as *The Witcher* in Poland, are the end result of many years of development cycles, involving numerous iterations and improvements, a continuous process of fine-tuning and refinement. Such endeavors require a considerable amount of experience and an in-depth understanding of the ins and outs of the industry and the features that make up a wining title. Although this will not happen overnight, we are already seeing some promising signs of progress in this direction. As indicated by the results of our analysis and voiced by some of our experts, there appears to be a growing number of companies focusing on creating original content and developing games with more immersive and sophisticated game-play mechanics. This is also accompanied by a burgeoning indie scene with companies striving to create mid-to-hard core gaming experiences. That being said, it is important to note that the development of advanced games, falling under the category of hardcore and 'triple A' titles, necessitates substantial resources, a large base of skilled personnel and a supportive ecosystem. With even established multibillion dollar companies taking 5-7 years to release a new title. As the budget for these games can reach many millions of dollars, finding investors who are willing to make long-term investments in capital-intensive projects, with no guarantee of success, might prove to be somewhat of a tall order. Therefore, some felt, that launching a venture of this magnitude will undoubtedly necessitate the backing of a major publisher. Successfully drawing such companies to Israel will not be an easy feat to accomplish, considering the fact that there are other well-established video games development hubs already offering their services at highly competitive prices.

Challenges

Cultivating a Skilled Workforce

Another key element in promoting such change, as well as the growth of the industry as a whole, lies in cultivating local talent. As presented later on, the current educational landscape has expanded considerably over the last few years, but additional initiatives could go a long way in further advancing the field.

One particular area in need of strengthening, regards fostering expertise in the various stages of content creation, design and game production. The lack of sufficient home-grown talent has created an unfortunate situation whereby local studios are forced, albeit reluctantly, to outsource certain activities to other countries which possess a qualified workforce able to meet their needs. To a certain degree this shortage can be attributed to the relatively young age of the local industry and the particular fashion in which it developed. Accordingly, overcoming this challenge is partially a matter of allowing the industry time to mature. Nevertheless, a number of steps can be taken to help facilitate this change. In order to nurture this particular skill-base there is a need for industry veterans who can lead and establish local initiatives in these fields. To that end, one possible course of action which was suggested, was to attempt and draw such talent by investing concentrated efforts in attracting would-be-immigrants and expatriates possessing the necessary industry experience.

"Israel has great, great developers and great marketing and great artists but it's difficult to find talent like game designers and producers, but slowly its getting better. But game design is basically a skill that comes with experience"

"... the industry is very young we don't have an old PC gaming industry to rely on, but on the other hand while in the rest of the world it was very difficult for game designers to kind of switch their mindset...in Israel they immediately jumped in to the free to play service-oriented gaming"

Michael Rosen,
CEO of Tacticsoft

Challenges

Planting the Seeds

As previously mentioned, a growing number of institutions are now offering game design and development programs and courses, however, in order to drive this momentum forward and maximize its potential, there is a need to complement these initiatives by encouraging top-tier institutions to open and endorse similar programs. These programs must include up-to-date training, in line with the fast-paced nature of video games technological development. Among the areas of expertise currently significantly lacking in the Israeli ecosystem are 3D design and production. As the traditional emphasis in the local industry has been on mobile, web and social platforms, all characteristically 2D productions, the development of 3D skills has fallen far behind. Additionally, areas such as game mechanics, character and story development, studio management, game production, monetization schemes and marketing strategies must all be taught as part of the core curriculum. The educational infrastructure may also benefit from mentoring programs, whereby students are offered a chance to work alongside accomplished industry experts, acquire experience and learn firsthand the secrets of the trade. Student exchange programs, as already offered from time to time by some institutions, could also contribute to supplementing and further enhancing the local knowledge base.

Challenges

Raising Funds

A further issue facing the local industry concerns its ability to secure investments from VC's and private investors. Although the financing landscape has improved somewhat over the past several years, there are still only a limited number of active investors in this arena in Israel. Of the few investors which are active, it is hard to find many that are willing to invest in long-term projects without a clear exit strategy. Investors have grown comparatively comfortable, investing in companies whose offerings center around technological platforms and supporting services, such as ad-tech, as these can be more easily evaluated in terms of scalability and the addressable market size. However, attracting investments in companies operating in the content sphere, which is ultimately a hit-based-industry with games often achieving rapid success only to fade out just as quickly, is a much harder sale. The fact that many of the companies operating in the content realm in Israel are focused on creating original IP, which is commendable within itself, nevertheless presents a significant challenge when approaching investors, who have little to go on beyond the developer's instincts regarding its potential success and the ability to sustain that success over time.

Challenges

Pulling Themselves Up by the Bootstraps

The difficulties in this area may be reflected by the fact that many of the companies included in our review fell under the category of bootstrapping, either by choice, or perhaps more likely, for lack of alternative. Although bootstrapping is not without its benefits, with some even feeling that it is the ideal path to follow, it is by no means an easy road to travel, as it requires significant sacrifice and expendable resources. However, one area of hope in this regard stems from the fact that as the industry matures there are a growing number of seasoned professionals, veterans of past success stories, inhabiting the ecosystem. These individuals, possessing proven track records, can form the basis for new ventures, which stand a better chance of winning investors' trust and support.

"I think as an investor looking at the long term, not just at one company but also at the ecosystem, I would prefer to see more companies like Playtika having more development here"

Guzman Diaz, Investor at Index Ventures

"so our advantage was that we're a platform and we're software that is more of a fit for the type of investors that you have here. So we didn't necessarily need to face that challenge we're not exactly ... in the content place"

Uri Marchand, CEO of Overwolf

Challenges

Supporting Growth and Maintaining a Competitive Advantage

As related above, companies in their early stages, before completing the game development phase, are likely to face considerable difficulties in raising funds, as they lack the ability to present even initial traction and KPI's. Therefore, support at this stage could prove to be vital in enabling fledgling companies to reach a point in which they will have a fighting chance of gaining investor support. Compounding these difficulties is the fact that the current associated development costs in Israel are higher or equivalent to those found in many of the most prominent game development hubs. These high costs not only limit the local industry's ability to develop new capacities and expertise, but are also eroding Israel's established competitive advantage in technological fields. As other countries advance their technological capabilities and offer products and services at lower costs, Israeli companies are having a difficult time competing. Foreign companies as well as local Israeli companies are finding it more cost-efficient to take their business elsewhere. In particular, local companies wishing to scale, discover that the afforded cost savings of outsourcing their work, outweigh the downsides.

"I think when the company already has some traction then I think it becomes definitely more interesting and more feasible to raise money and I think its a function of how strong the team is and how strong the KPI's are"

Lior Shiff,
Co-founder and CEO at Tripledot Studios
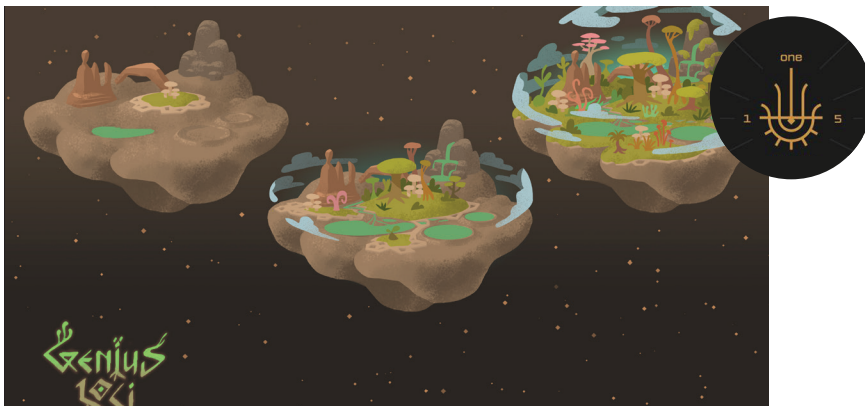
Challenges

State Backing

The overall sentiment among those we spoke to, was that government support could prove to be instrumental and highly beneficial in promoting the industry, stressing that much can be achieved at relatively minimal cost to the state. Such support is needed throughout the various phases of a company's life cycle. Companies, in the early stages of their development, require funding which will carry them through until they are able to gain some traction and present measurable metrics of success. Whereas more established companies, wishing to scale, could benefit greatly from tax schemes which would reduce overhead and development costs. Additionally, assistance in sponsoring PR and marketing efforts such as trade shows and economic missions, as well as promoting public-private partnerships and initiatives, can be of great value to the industry. It is important that when addressing these needs and devising such programs, that it be done in coordination with the industry and that proper consideration be given to the particular dynamics and nature of companies operating in this sphere. The work practices characteristic of this industry may differ considerably from more traditional models of operation and require a more agile and flexible approach to areas such as measuring and gauging progress. In what might be seen as the first encouraging signs of official government recognition, ClanPlay, a company developing a messaging app for gamers, recently became the second video games company to receive funding from the 'The Israel Innovation Authority', perhaps paving the way for increased future government support.

Signs of Success
Gaining Global Attention

Over its relatively short lifespan, the Israeli video games industry has witnessed a number of major acquisitions, that can be seen as testament to the strength and potential of this up-and-coming industry. The acquired companies managed to demonstrate extraordinary KPI's, successfully attracting the attention of leading international corporations, seeking to expand their activities and portfolio of products. As previously described, the Social/Casual video games segment has been one of the areas in which Israel has established a firm foothold and accordingly it is not surprising to see a strong representation of this sector in the M&A landscape. Notwithstanding, one of the most recent and largest purchases was that of 'Plarium', a Midcore strategy game developer, indicating the potential for expanding beyond these traditional areas of activity.

Playtika, founded in 2010 by Robert Antokol and Uri Shahak, develops virtual casino games (no-real money payout) for social networks. The company achieved huge success within a very short period of time and was acquired in 2011 by casino giant Caesars at a value of ~$160M. The company's headquarters and R&D center, staffing 250 employees, remained in Israel following the acquisition, and the company continued to see phenomenal growth. In 2016 the company was purchased by a Chinese consortium for $4.4B.

Diwip, a social games company, was founded in 2010 by Ehud Kantzuker and Yaniv Gamzo. The company's games which were very popular on social networking sites, such as Facebook and Vkontakte, went from generating revenues of $7.8M in 2011 to $28.3M in 2013, reaching 24 million registered users across its various games. The company, headquartered in Tel Aviv with approx. 50 employees, was acquired in 2014 by the Canadian company Imperus Technologies for $100M.

Plarium, was founded by Avi and Gabi Shalel and Haim and Ilia Turpiashvili in 2009. The company which initially created games for the casual gaming market, began in 2011 to develop MMO's (Massively Multiplayer Online) Strategy Games. Plarium's first title 'Total Domination' became a great success, reaching 20 million users within a year. The company which is headquartered in Herzliya, has over 1,200 employees worldwide and offices in Europe and the US. In 2017 the company was acquired by the Australian company, Aristocrat Leisure Ltd. for $500M.

Dragonplay, a company developing casino-style games (no-real money payout) for Android, iPhone, and Facebook platforms was founded in 2010 by Sharon Tal. The company was ranked among the top ten social casino developers, with around 700,000 daily active users and 3 Million monthly active users playing its games. The company, headquartered in Tel Aviv, had 70 employees, and generated $30M in revenue in 2013. In 2014 the company was acquired by Bally Technologies Inc. for $100M.

Looking to the Future

Taking the Game to the Next Level

Looking forward, we asked our experts to share their thoughts on how they see the industry evolving in the next few years, with particular focus on two areas that have received widespread attention in recent times, AR/VR and eSports.

A New Reality?

A repeated theme expressed by our interviewees, was that a key feature characteristic of the Israeli high-tech industry as a whole, is that of being early adopters, quick to embrace and explore new technologies and frontiers. This notion was reflected in our findings, which showed that Israeli companies are particularly active in the field of AR/VR/MR, driving new discoveries, implementations and use cases. However, notwithstanding the considerable investments in this area led by technological powerhouses, there were those who felt that the market for such technology has yet to mature and that it was still years away from widespread use. In addition, there was some uncertainty regarding the degree to which the technology will be incorporated in the video games industry, although of the two, AR was seen as having greater potential for producing practical applications. With regards to content creation, it was felt that Israel will likely struggle to stand out in this field without first establishing a strong expertise in 3D modeling, although there have been some promising initial forays in this direction.

Looking to the Future

Taking the Stage

As far as eSports, the overall sentiment was that this particular segment of activity is likely to see continued growth and success in coming years. That being said, it is important to note that eSports inhabits a unique space in the video games ecosystem, insomuch that it's not a particular category of video games per se, but rather a media activity centered around video games. Competitive games are some of the most popular in the industry, attracting huge followings of deeply engaged players. This passionate fan base is of great value, and has opened the door to many new business opportunities. Game developers hoping to capitalize on eSports huge popularity are increasingly seeking to design games that specifically cater to its needs. Successfully creating such games is no trivial feat as the game must be sufficiently engaging not only to have people wanting to play it, but wishing to watch others play it as well. As eSports evolves, so too will the technological and functional demands surrounding it, and Israeli companies may be uniquely positioned to take advantage of this emerging market. The transformation of eSports into a full-fledged spectator sport will entail the use of technologies similar to those employed by the more traditional competitive sports. These are areas in which Israeli companies have gained significant expertise and can offer unique solutions for various needs.

Looking to the Future

The Mobile Boom

When considering the future of mobile and social games, some of our experts felt that the mobile wave has already reached its peak, and that we will no longer be seeing the hyper-growth characteristic of earlier years. On the other hand there were others who believed that both mobile and social gaming will remain a mainstay of growth in coming years, continuing to have a significant impact on the industry for the foreseeable future. However, either way, the need to guarantee Israel's competitive advantage is likely to grow as the market becomes more saturated and standing out among the crowd becomes ever more challenging.

Looking to the Future

A Promise for the Future

The video games industry has demonstrated its ability to revitalize the economical and technological landscape of countries that have embraced it, providing a solid base for entrepreneurship, job growth and financial gains. A strong, competitive and vibrant video games ecosystem will provide an additional venue for technological expansion, and can contribute significantly towards securing Israel's economic growth and prosperity. Although the precise direction in which the industry will ultimately develop is still unclear, there is room for optimism. As outlined above, there are certain measures which can be taken that will increase the local industry's chances of enjoying continued success in established fields as well as supporting its expansion into new ones. The unique strengths of the Israeli industry, its innovative spirit, creativeness and can-do-attitude will go a long way towards making this a reality.

Leading the Way - 'The Jerusalem Film and Television Fund'

Although the Israeli video games industry has yet to receive full-fledged government support on a national level, a first step in this direction has been recently made on a municipal level by the 'Jerusalem Film and Television fund'. The fund which was established in 2008 under the auspices of the Jerusalem Development Authority set out to encourage local and international productions to incorporate Jerusalem in their creations, either as an integral part of the storyline, or functioning to support the production process itself. Over the last few years the fund has expanded to include animation under its umbrella of supported activities and most recently has announced its intention to encompass the promotion of the video games industry as well. The city wishes to become a hub for the hi-tech industry as a whole and the digital creation scene in particular, viewing them as a key part of its strategy to grow businesses, create new employment opportunities and develop the city. The fund seeks to both incentivize companies to set up base in Jerusalem as well as encourage Israeli and international studios to conduct production activities in the city. To this end the fund has secured an additional $5.6M in funding to support the initiative. Additionally the organization has established a joint co-development and co-production incentive program with the Canada Media Fund (CMF). Under the program companies will be eligible for a maximum grant of $75,000 towards development and $150,000 for production efforts. One of the first beneficiaries of this support was the Jerusalem based 'Capricia Productions' which is developing integrated music-album video games.

Industry Analysis

Findings

In the preparation of this report we reviewed and analyzed industry data provided to us by SNC from the publicly available 'Start-up Nation Finder - Innovation Discovery Platform', as well as additional information provided by GameIS. This analysis allows us to present for the first time an in-depth depiction of the Israeli video games industry and its characteristics. Below we describe the key findings of this analysis.
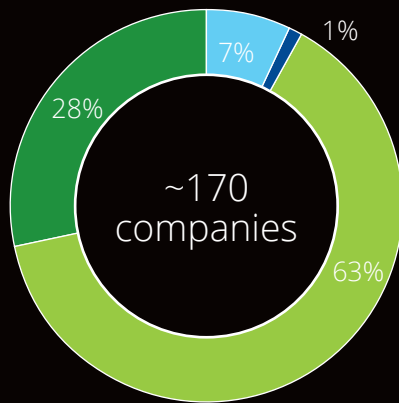
A Wide Base of Small-sized Companies, Focused on Mobile Game Development

One indicator of the size of an industry is the number of active companies. According to our findings, the Israeli industry comprises approximately 170 companies. The companies in our dataset were classified according to three general categories as per our assessment of their core activities. These categories were: 1) Game Development, 2) Technology & Supporting services, and 3) Platform (an intermediary category referring to companies that beyond developing games also provide the means to create customizable content). When segmenting the companies across these assigned categories, the Game Development segment was found to be the largest, with Mobile being the primary focus. When considering company size, small-sized companies lead in every category, however were found to be predominantly characteristic of companies active in the Game Development segment.

Company Breakdown According to Category
(Mobile as Share of Game Development)

Platform 11%

Technology & Supporting services 27%

Games Development 62%

Other 29%

Mobile 71%
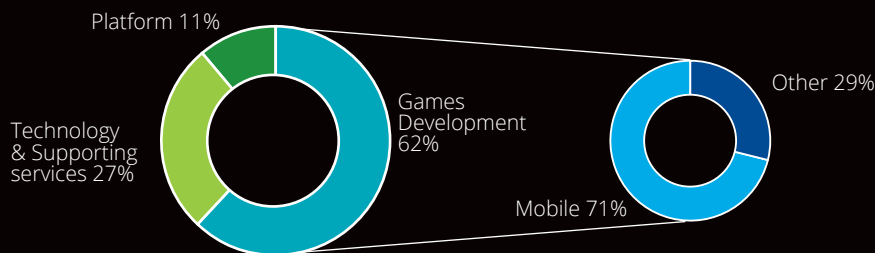
Percentage of Companies by Company Size

~170 companies

63%
28%
7%
1%

■ "1-10" ■ "11-50" ■ "51-200" ■ "201-500"

Breakdown of Company Sizes by General Categories

70

24

7

2

Game
Development

15

3

1

Platform

20 20

4

Technology &
Supporting
services
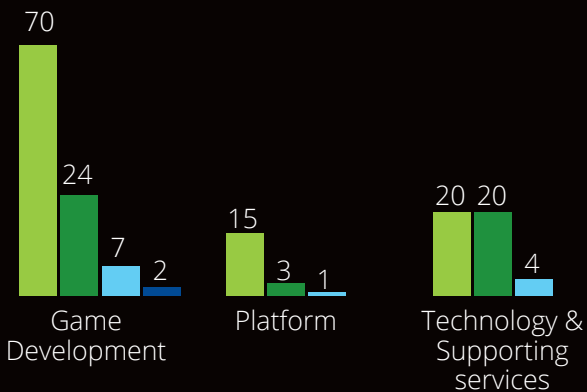
■ "1-10" ■ "11-50" ■ "51-200" ■ "201-500"

Industry Analysis

Medium-sized Companies Providing Majority of Employment

As seen below, based on current data, it is estimated that the industry employs approx. 4000 people across its various verticals. Although the majority of the video games companies in Israel are small-sized businesses, the medium-sized companies account for the lion-share of industry employment. Additionally as can be seen, there has been a significant increase in the number of companies founded over the past decade.

Percentage of Employees by Company Category

Platform
7%

~4000 Employees

Technology & Supporting services
29%

Game Development
64%

Percentage of Employees by Company Size

13% "1-10"
34% "11-50"
36% "51-200"
17% "201-500"
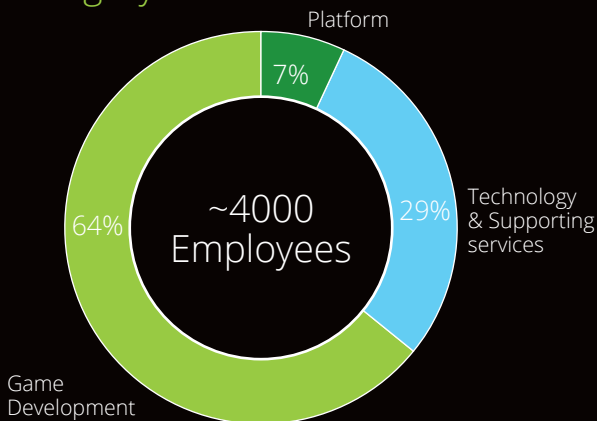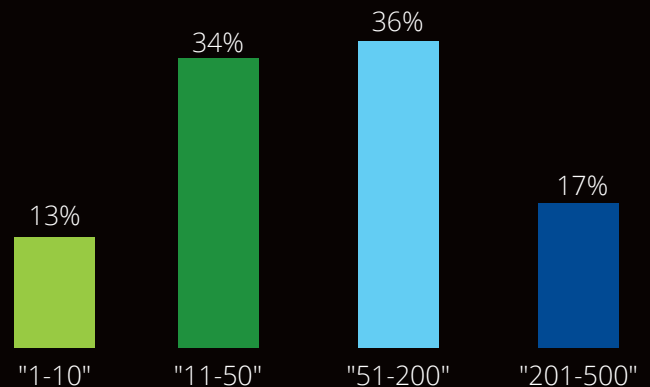
Number of Companies (by year founded and size)

Legend:
"1-10" | "11-50" | "51-200" | "201-500"
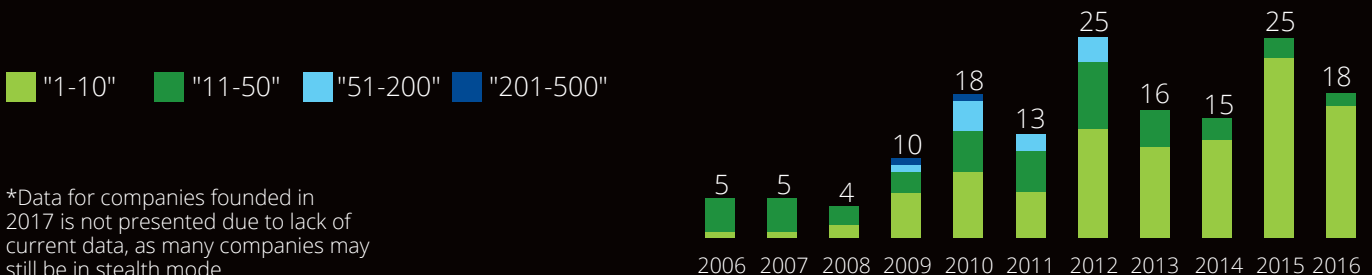
*Data for companies founded in 2017 is not presented due to lack of current data, as many companies may still be in stealth mode

2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
5	5	4	10	18	13	25	16	15	25	18

Industry Analysis

Funding, Still a Struggle

The accumulative funding over the past decade totaled about $400M. As shown below there has been a relatively substantial increase of about ten-fold in annual funding between the early and latter years of the past decade. Nevertheless, as seen in the following section, just a few companies account for a great portion of the funding. For instance, in the peak year of 2016, 2 (out of a total of 12) companies were responsible for over 50% of the funding raised. Attracting investments has been something of an uphill battle, in particular for certain segments of the industry. Whereas technologically-oriented companies have been more successful in communicating their potential to investors, those companies focused around content are still struggling to convey their value and essence to traditional investors. Significant difficulties also face early-stage companies looking for financing, possibly reflected in the large number of companies falling under the category of bootstrapping.

Funding by Round

Year	Funds raised	# of deals
2007	$6M	1
2008	$5.3M	2
2009	$3.2M	1
2010	$1.7M	2
2011	$4.4M	2
2012	$24.6M	7
2013	$39.9M	12
2014	$55M	17
2015	$58M	10
2016	$155.6M	14
2017	$49.6M	9
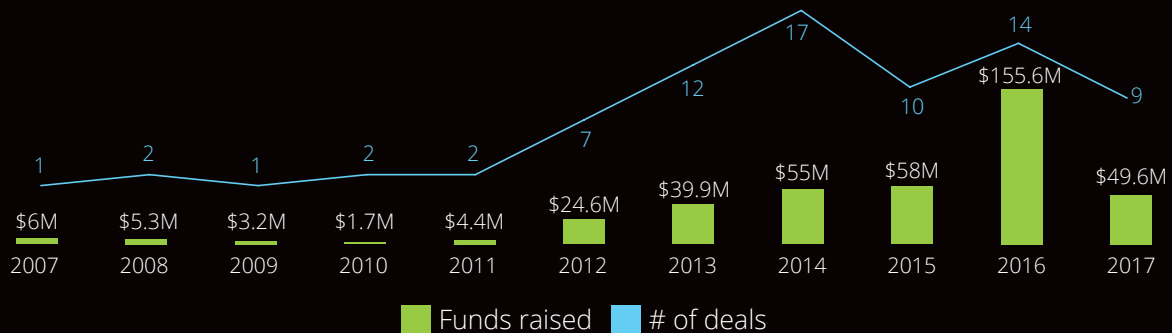
*Disclosed investments of active companies as found in 'Finder' database; Dataset includes companies for which video games are one out of several different targeted markets and activities ** Additional $14M raised at unspecified dates

Companies by Funding Stage

Bootstrapped	Pre-seed	Seed	A	B	C+	Revenue Financed	Public
59	5	33	17	6	5	27	1

Annual Funding History

	Grant	Angel	Crowdfunding	Pre-Seed	Seed	A Round	B Round	C Round	C + Round	D Round
# of deals	1	2	3	4	24	23	10	5	1	1
Total amount raised	$1M	$1.8M	$0.3M	$0.9M	$24.4M	$95.5M	$113.6M	$70.8M	$35M	$20M

■ Total amount raised   ■ # of deals
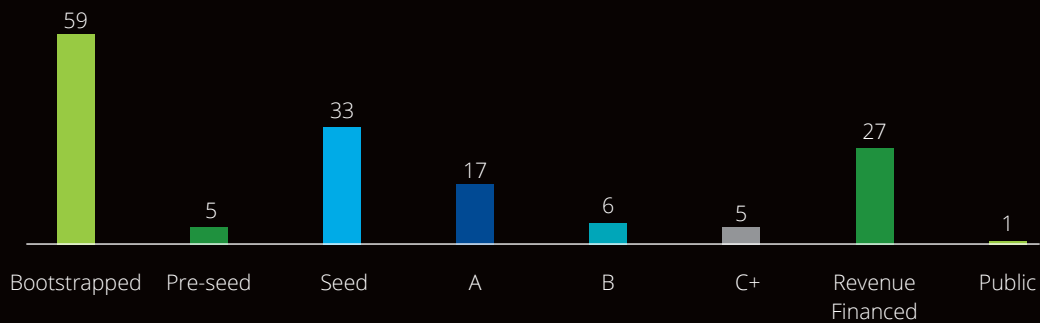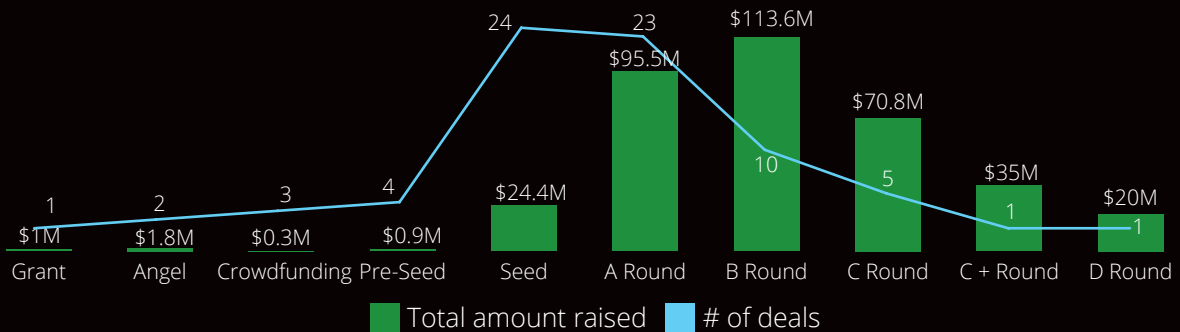
*Companies with available data as found in 'Finder' database

Industry Analysis

Highly Concentrated Investments, Led by AR/VR/MR

In our attempt to portray a comprehensive picture of the local industry we further segmented the companies according to several subcategories which we believed appropriately reflected their core activities. However, as can be expected, this categorization is by no means mutually exclusive as many companies spanned a number of applicable categories. Below we provide a breakdown of the data according to these selected sub-segments. As can be seen, as far as funding is concerned, the leading investment category in Israel has been AR/VR/MR, which reflects similar global trends. When examining the overall investment distribution, we found, as displayed in the following page, that a significant portion of the funding stems from a number of sizeable investments in a few select companies. This further highlights the reported difficulty many companies face when attempting to communicate their value to investors and raise funds.

Total Funding by Categories (2005-2017)

AR/VR/MR $157.7M

Social/Casual $110.8M

Sports & Other $2M

Midcore / Hardcore $28.9M

Meaningful $35.3M

~400M

Children $18.2M

Educational $70.5M
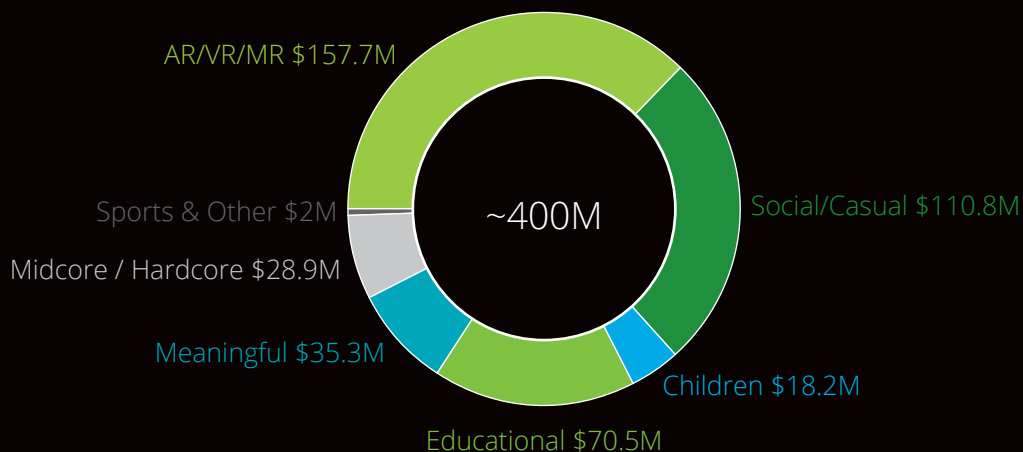
*Companies with available data as found in 'Finder' database

Number of Companies by Subcategories

Category	Count
Social/Casual	47
Educational	28
Meaningful	27
AR/VR/MR	26
Midcore/Hardcore	21
Children	15
Sports & Other	8
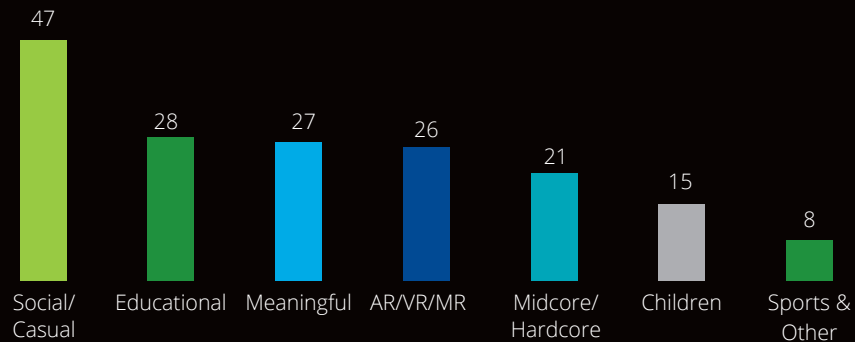
Investment Breakdown per Category (top 4 investments)

Category	Top 4 investments
Sports & Other	$2M
Midcore/Hardcore	$8M, $6M, $5M, $4M
Meaningful	$23M, $5M, $3M, $3M
Educational	$58M, $7M, $3M, $2M
Children	$14M, $5M
Social/Casual	$70M, $14M, $13M, $4M
AR/VR/MR	$62M, $26M, $26M, $22M
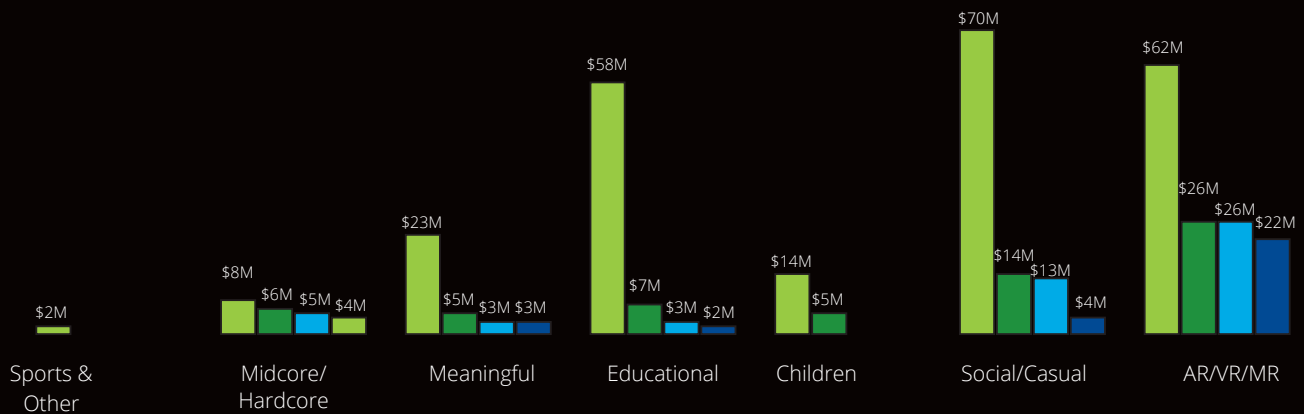
*Companies with available data as found in 'Finder' database

Academic Institutions and Programs
Laying the Groundwork

MENTOR
המכללה למקצועות העיצוב,
הניו-מדיה והצילום

תילתן™
המכללה לעיצוב ולתקשורת חזותית

שנקר
לימודי חוץ

Mentor College's Game development program provides comprehensive hands-on training in all key areas of game development (design, graphics, programming and sound), creation of a game design portfolio and production of games for desktop and mobile. Internships are offered to outstanding students.

Tiltan offers a 3-year game development program with 2 specialization tracks one for developers and the second for artists. Studies include narrative and game design mechanics, level design and provides the chance to work as a real studio on a game design document. The college has an independent on-campus studio, running real-world projects ranging from mobile and Xbox, to AR/VR.

Shenkar college's Game development program, operating since 2009, covers areas such as 2D and 3D modeling, UI & UX, game production management and video game writing. For the past 2 years the college has been collaborating with MIT, holding a joint games incubator for students of both schools.

Academic Institutions and Programs

Laying the Groundwork

IAC – the Israeli College for animation, offers a Video Games track covering various areas of game design and development including 2D & 3D design (Unity 3D, DS Max3), Digital Sculpting (ZBrush), UX and UI, AI, Motion Capture, AR/VR and mobile/web game publishing.

IDC Herzliya offers a specialization track in Computer Games as part of its 3-year computer science undergraduate degree. The program offers a hands-on workshop in which students are mentored by industry leaders on game production and the business aspects of game development and distribution.

Academic Institutions and Programs
Laying the Groundwork

חשיפה
בית·הספר לאומניות התקשורת,

Bezalel Academy of Arts and Design Jerusalem
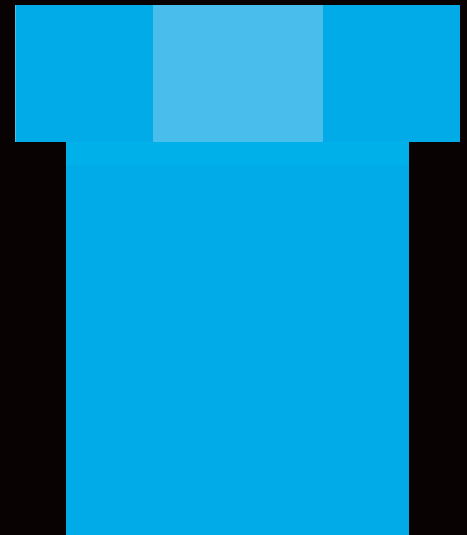
'Hasifa', a division of the Open University offers a Video Games development program covering areas such as narrative design for various game genre, art and creative, UX, 2D (Construct 2) and introduction to Unity3D and Maya. Students receive hands-on experience in the development of a game Demo.

Bezalel offers a Game Design specialization track, as part of its 4-year Visual Communications undergraduate degree (B.Des). Studies include courses in game design, game art, and game development, a collaboration with the Hebrew University Computer Science program, and a wide variety of academic courses, studios, and master classes, led by industry leaders.

Industry Events

A Vibrant Community

The Israeli Game Industry Conference/ Israeli Game Developer Day

The Israeli Game Industry Conference unites thousands of developers and designers working on content and technology used for projects and games for digital platforms. Hosted by GameIS, Israeli Game Developer Day was held for the 10th time this past July. The conference focused on game development and hosted over 800 participants at Wohl Center, Bar-Ilan. Local companies and independent developers came together to take part in workshops, attend talks from international guests and show their newest game projects. The conference was sponsored by Israeli and international industry leaders.

Casual Connect Tel Aviv

Israeli gaming company Playtika collaborated with Casual Games Association to bring the international games conference, Casual Connect, to Tel Aviv. The conference aims to connect the creativity of the gaming industry with novel media innovation and investment. There are over 100 speakers and lectures from leaders in gaming industry covering topics such as game design, next-generation technology and best practices. The first conference in 2015 attracted over 1,500 executives and professionals from top companies in the gaming industry with over 700 companies from 30 countries represented.

Industry Events
A Vibrant Community

DLD Tel Aviv's Gaming Industry Track
The DLD Tel Aviv Digital Conference is Israel's largest international Hi-tech gathering, featuring hundreds of start ups, VC's, angel investors and leading multinationals. Boasting top technological talent, the highest venture capital investments per capita and multi national centers for industry leaders such as Intel, Google, Microsoft, Kimberly Clark, Amazon, GM, Amdocs, Facebook and more, Tel Aviv is the best location to get up close and personal with the entire Hi-tech hub!

Israel Mobile Summit 2017
Attended by over 2,000 of the top mobile minds in its 7th year, the Israel Mobile Summit, although not dedicated to games, is the premier annual event for the mobile apps and games ecosystems. The summit features addresses from top speakers, panels discussing up-and-coming mobile topics, an innovation showcase and competition of the most popular Israeli mobile startups, and plenty of networking. The 2017 summit consisted of 2 complete days of a conference and exhibition.

Mapping Israel's Video Games Companies

Select Highlights

- Ilyon is a mobile games developer and publisher of casual games.

- The company which was founded by a team of two game developers and two product managers, staffs 70 employees in its Israeli office, experienced in production, design and marketing of mobile games.

- The company's growing library of over 60 Free-to-play casual mobile gaming titles, such as Bubble Shooter and Cookie Crush, has yielded Ilyon 30-50% growth each month since January 2016 and is expanding into card games and the world of celebrity gaming apps. In 2017 the company reached 100 million downloads of its titles and teamed up with Hard Rock International to create the official Hard Rock mobile game.

- JoyTunes develops interactive video games for learning musical instruments for adults and children, making it possible for anyone to learn to play a musical instrument.

- JoyTunes' team consists of internationally renowned musicians, gamers, educators and child psychologists.

- With more than 7 million users worldwide and 1 million songs played every week, JoyTunes has gained international recognition winning numerous awards. JoyTunes' proprietary app, Piano Maestro, was ranked #1 education app in over 20 countries and Simply Piano is repeatedly recognized by Apple and Google as one of the best apps in the store.

Mapping Israel's Video Games Companies

Select Highlights

Founded:
2012

Management:
Samuel Albin, Founder & CEO
Eran Koren, CTO
Afik Rahamim, Marketing & BI Analyst

Website:
www.moonactive.com

- Moon Active is a game development company specializing in iOS, Android, and Facebook games. The company developes hyper-realistic, cross-platform mobile games with a data driven approach.

- Founded and led by Samuel Albin, the company counts among its shareholders high profile technology and gaming entrepreneurs and investors.

- Moon Active has developed five games since inception. The company's games have been installed over 10 million times, are distributed in over 150 countries and all include a heavy emphasis on social gaming mechanics. The company has developed proprietary technology, including its own in-house gaming infrastructure, machine learning based gameplay technology and in-game personalization mechanics.

Founded:
2008

Management:
Noam Makavy, Chairman
Ilya Agron, CEO
Gal Goldstein, Game Producer
Sahar Azran, VP R&D

Website:
www.funtomic.com

- Funtomic develops and operates a number of leading gaming portals, serving over 20 million gamers who play at the company's websites every month.

- The company was originally founded under the name 'Played Online' by four graduates of the elite 'Mamram' military computing unit.

- Starting out as a web portal for hosting games and successfully accumulating an audience of millions, the company decided to utilize its platform to develop its own games and distribute those of other developers. The company offers development support, QA, funding and marketing for both mobile and flash game developers.

Industry Map

Israel's Video Games industry interviewees:

Yariv Ben Zichri
Head of Research at Plarium

Sam Glassenberg
CEO of Funtactix/FTX Games

Uri Marchand
CEO of Overwolf

Michael Rosen
CEO of Tacticsoft

Guy Bendov
CEO of Sidekick

Goldy
Co-founder at HunchBots
& GameIS

Ben Engel-Kacen
Founder & CEO at
Planet of the Apps

Lior Shiff
Co-founder and
CEO at Tripledot Studios

Guzman Diaz
Investor at Index Ventures

Jonathan Levy
Director at Invest in Israel

Doron Nir
CEO & Co-founder
of StreamElements

Guy Ulmer
Platform Technology Specialist
at Plarium

Researched and written by:

Yakov Flaumenhaft
Consultant
Business Planning Group
Deloitte Israel

Daniel Cherbit
Junior Consultant
Business Planning Group
Deloitte Israel

Tara Nikkhoo
Junior Consultant
Business Planning Group
Deloitte Israel

Héloïse Suard
Junior Consultant
Business Planning Group
Deloitte Israel

Contact us:

Jeremie Kletzkine
VP of Business Development
at Startup Nation Central
Jeremie@sncentral.org

Nir Miretzky
CEO of GameIS
nir@gameis.org.il

Amit Harel
Innovation Tech Terminal
Leader, Deloitte Israel
aharel@deloitte.co.il

Moti Krispil
Director, Head of the
Growth Value Creation
Advisory, Deloitte Israel
mkrispil@deloitte.co.il

Ilia Kotliar
Head of Business Planning
Group, Deloitte Israel
ikotliar@deloitte.co.il

Hadar Pode
Head of Startups' Business
Development Innovation
Tech Terminal, Deloitte Israel
hpode@deloitte.co.il

Arod Balissa
Video Games Sector Manager
Innovation Tech Terminal
Deloitte Israel
abalissa@deloitte.co.il

Special thanks:

Tsahi Liberman
GameIS

Idit Rechels
Startup Nation Central

Asaf Livne
Overwolf

Amit Svarzenberg
GameIS

Ohad Barzilay
GameIS

Sources

- Woodside Capital Partners, 2016. Video Game Industry Report.
- Woodside Capital Partners and DFC Intelligence, 2016. Game Industry Overview. U.S. Department of Commerce, International Trade Administration, Industry & Analysis (I&A).
- DaSilva A. & Murray B., 2016. Top Markets Report Media and Entertainment
- The Strong - National Museum of Play - International Center for the History of Electronic Games. museumofplay.org.
- McDonald E., 2017. The Global Games Market Will Reach $108.9 Billion in 2017 With Mobile Taking 42%. Newzoo.com.
- Newzoo, 2017. 2017 Global Games Market Report.
- Greenspan D., 2013. Mastering the Game Business and Legal Issues for Video Game Developers, WIPO.
- GDC - Game Developers Conference, 2017. State of the game industry 2017.
- González-Piñero M., 2017. Redefining The Value Chain Of The Video Games Industry 2017. Knowledge Works National centre for cultural industries.
- Meeker M., 2017. Internet Trends 2017. Kleiner Perkins.
- Sharma R., 2017. Top Video Game Stocks for 2017. investopedia.com
- Atomico, 2017. Europe meets China, Opportunities in the world's largest market.
- ESA, 2017. 2017 sales, demographic and usage data - Essential Facts about the computer and video game industry.
- Nielsen Games, 2017. Games 360 U.S. Report 2017. The Nielsen Company.
- Environment and Communications References Committee, 2016. Game on: more than playing around, The future of Australia's video game development industry. Commonwealth of Australia.
- Olsberg, SPI, 2014. The Uk Video Games Sector a blueprint for growth. Ukie, The association for UK interactive entertainment.
- Creative Europe Media, 2015. European game support systems National and Regional public funds for interactive and games.
- Takahashi D. The DeanBeat: Two decades of work and $1B in sales put Israel's game industry on the global map. Venturebeat.com
- Shamah D., 2014 Israel's Playtika bets on social gaming growth. TimesofIsrael.com
- Takahashi D., 2013. How the Finns built their gaming startup hub in Helsinki, Venturebeat.com.
- Brightman J., 2016. Supercell "printing money" with Clash games – SuperData. gamesindustry.biz
- Teivainen A., 2017. Supercell brought almost €1bn in tax revenue to Finland in 2016. helsinkitimes.fi
- Let's Play!. 2013. Video game industry in Poland Information Booklet.
- Bobrowski M., Rodzińska-Szary P. & Socha M. The state of the Polish Video Games sector 2015. Kraków Technology Park
- Baujard T., Rasmussen EK. & Høj M., 2016. Games Funding Guide. Creative Europe Desk Denmark.
- Hiltunen K., Latva S. Kaleva JP, 2016. The Game Industry of Finland, Report 2016. Neogames.
- Gaming news, 2017. The state of Polish gamedev as of 2016. Gamepressure.com.
- South east Asia Game industry Initiative Malaysia Digital Economy Corporation (MDEC) Sdn. Bhd.
- Schechter A., 2014. Israeli Social Gaming Power Ready to Make It in Las Vegas. Haaretz.com
- Shamah D., 2014. Israeli social gamer Diwip sells for $100 million. TimesofIsrael.com
- Tsipori T., 2016. Caesars receives $4b bids for Playtika – report. Globes-online.com
- Paz-Frankel E., 2016 Chinese Giant Buys Israel's Playtika For $4.4 Billion, One Of Largest Deals In Country's History. Nocamels.com

Sources

- Globes correspondent, 2016. Chinese group buys Israeli co Playtika for $4.4b. Globes-online.com
- The Marker, 2014. Imperus of Canada Acquires Israeli Gaming Firm Diwip for Up to $100m. Haaretz.com
- Hoffman T.,2014. Bally Technologies acquires DragonPlay for $100m. Globes-online.com
- Scientific Games Interactive. 777 Slots - Video Slot Games. Appradar.com
- Diwip ltd. Fun Vegas Slot Machines. Appannie.com
- Tanenbaum G., 2014. Israeli Online Entertainment Diwip Sold to Imperus Technologies for $100 Million. Jewishbusinessnews.com
- Nordicity, 2015. Canada's Video Game Industry in 2015 Final Report August 2015.
- Ukie, The association for UK interactive entertainment, 2017. Powering Up: manifesto for unlocking growth in the games industry,
- Spilgames, 2013. State Of Online Gaming Report,
- Oxford Economics Final report, 2008. The economic contribution of the UK Games Development industry
- Invest in Israel, 2015. Game industry company index.
- Cohen D., 2014. Israeli Gaming Startups: An Underestimated Opportunity for VCs? viola-group.com
- Gamesauce.biz, 2015. Israel: The Ultimate Hub For Gaming Startups.
- Dweck D., 2015. How Israel became a social gaming hub. Venturebeat.com.
- Goldenberg R., 2015. App Annie ranks TabTale as Israel's top app. Globes-online.com
- Press VR., 2015. Tel Aviv to host Casual Connect gaming conference. ISRAEL21c.org
- Goichman R., 2017. Despite Low Profile, Israel's Online Games Firms Earn Big for Startup Nation. Haaretz.com
- Caelin D., 2016. Can Your PlayStation Stop a War? Foreignpolicy.com
- Science and technology, 2017. Why AI researchers like video games. The Economist.
- Globes service, 2017. Messaging app for gamers company, Clanplay receives grant from the Israel Innovation Authority. Globes.co.il
- Globes correspondent, 2017. Aristocrat buys Israeli social gaming co Plarium for $500m. Globes-online.com
- Goodfellow M., 2017. Jerusalem Film & Television Fund plots drive into virtual reality. www.screendaily.com
- Merel T., 2017. Record $2.3 billion VR/AR investment in 2016. gamasutra.com
- Takle S., 2017. Games Devs Choosing VR Over Console. thevirtualreport.biz
- Austrade (The Australian Trade and Investment Commission) 2017. Digital Games.
- 'Start-up Nation Finder' - Innovation discovery platform. Start-up Nation Central
- Wilson J., 2016. Poland's new $20 million R&D fund's goal: breed a game-development juggernaut. Venturebeat.com
- Culture.pl., 2016. From Cassettes to VR: How Poland Became a Potentate of the Video Game Industry.
- Myriad Associates. Video Games Tax Relief. myriadassociates.com
- IVC Research-Center. 2017. IVC-Meitar Israeli High-Tech Exits Report 2017. ivc-online.com

Images

All company, product and service names used in this report are for identification purposes only. Use of these names, logos, and brands does not imply endorsement by either party. All product names, logos, and brands are property of their respective owners.

- Clash of Clans is a trademark of Supercell Oy
- Counter Strike is a trademark of Valve, Inc.
- The Elder Scrolls V: Skyrim is a trademark of Bethesda Softworks.
- Batman: Arkham Origins is trademark of Warner Bros. Entertainment Inc.
- Need for Speed is a trademark of Electronic Arts Inc.
- Angry Birds is a trademark of Rovio Mobile LTD.
- FIFA 16, EA SPORTS and the EA SPORTS logo are trademarks of Electronic Arts Inc.
- Dark Souls is a trademark and brand of BANDAI NAMCO Entertainment Inc.
- THE WITCHER is a trademark and brand of CD PROJEKT S.A.

Israeli Video Games images courtesy of:

- Jelly Button Ltd.
- The Brute Squad
- Ilyon Dynamics Ltd.
- Plarium Global
- The Center for Educational Technology (CET)
- Biohex Games
- One Hamsa
- Upopa Games
- Playtika
- TabTale Ltd.

Appendix

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
11Sheep	Game Development	Social/Casual	2010	www.11sheep.com	Revenue Financed	
11Sheep is an apps and gamedevelopment company. The company offers a wide range of internet, mobile & tablet solutions and services leveraging the technologies and devices for their customers business needs.						
12trix	Game Development	Educational	2015	www.12trix.com	Pre-Seed	
12triX is a platform that imparts the language of math to children in pre-K to grade 2 through carefully selected visual tasks and games that help them understand the basic principles of math through trial and error. 12triX uses a visual language that is pleasant and easy for children, dividing the material into small units so it is easy to understand. Using advanced teaching methods and guidance, the platform helps children solve exercises quickly.						
282 Productions	Game Development	Casual/ Social	2011	282productions.com	Bootstrapped	
282Productions is a game production studio that offers game development, innovative edutainment solutions, flash and mobile development, consulting, and content creation.The company's first game, King of the Land, is a nonprofit project designed to help students learn Israeli geography. Its other online games include Trivia Challenge Israel, Israel Ninja, UFOrbs, Very Mean Aliens, The Signia, and Space Meatball.						
7 Elements Studios	Game Development	Midcore/ Hardcore	2010	www.7elementsstudios. com	A	$8M
7 Elements Studios is an online gaming platform dedicated to creating epic cross-platform strategy games. Players can personalize their experience and then explore, socialize, and compete throughout the games, creating a lasting impact in the gaming environment. The most recent release from 7 Elements Studios is Sky Wars: Archon Rises, an MMO strategy game in which millions of players can experience the thrill of battle and the taste of triumph, all while forming real friendships. 7 Elements Studios was founded by passionate gamers striving to take the lead in the mobile strategy gaming arena by developing games that that integrate seamlessly into their players' lives.						
ActiView 3D	Game Development	AR/VR/MR	2011	www.vortexvr.co.il/ http://arch-tour.com	Initial revenue	
ActiView VR develops virtual Reality (VR) experiences for a variety of use cases. The company focuses on VR technology for out-of-home entertainment (Vortex), archeology (ArchTour) and education. ActiView's team consists of over 35 VR-enthusiastics and is located in Lod industrial park.						
Adventure Mob	Game Development	Midcore/ Hardcore	2011	www.adventuremob. com/	Bootstrapped	
Adventure Mob uses a proprietary cross-platform technological framework to create, publish, and distribute adventure games on multiple platforms, including mobile devices, Facebook, and consoles. The company's first games were based on some of the world's largest well-known IPs. Herbert's Quest, a hilarious point-and-click adventure game that takes place in a medieval setting, satirizes both crowdfunding and role-playing games. Adventure Mob's experienced, established team harnesses existing and in-house technologies, as well as their business relationships with developers, publishers, and license owners, to help in creating the next big adventure game hits.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Aida Play	Game Development	Meaningful	2015	www.aida-app.com	Bootstrapped	
Aida was founded by a team of professional gaming-and-media-experts by day and dating-visionaries by night. Aida Play is an app that invites daters to develop and maintain an 'aida' a unique space and time where magic occurs between two people. Aida Play aims to bring fun, emotion, and meaning back into dating, both online and offline.						
Amusement Punk	Indie		2017	www.amusementpunk.com/	Bootstrapped	
Amusement Punk is a cyberpunk game studio. We are on a verge of raising money and strive to finish our first demo. Our multiplayer mobile game is developed in Unreal engine with the support of Epic.						
Beach Bum	Game Development	Social/Casual	2015	www.bbumgames.com	A	$3M
Beach Bum is the developer of interactive games that strive to provide players with fun, challenge, glory, and excitement in a head-to-head online environment. Beach Bum is rolling out multiple freemium titles, beginning with Lord of the Board Backgammon.						
Beehive	Technology & Supporting services	Sports & Other	2010	www.beehivebi.com/	Bootstrapped	
Beehive delivers tailor-made, real-time business intelligence solutions for online gaming companies, including pre-defined KPI monitoring tools designed specifically for the iGaming industry. Beehive analyzes each traffic source and player segment in order to provide insights to help its clients make solid marketing decisions. Armed with Beehives cutting-edge CRM tools, clients enjoy a true one-stop shopping solution for their daily routines. Beehive's player-tagging module allows players to be easily tagged based on their activity and behavior. This data is combined with an integrated campaign manager that allows clients to target each player group with the most relevant marketing messages and promotional offers, all with the click of a button.						
Bees and Pollen	Technology & Supporting services	Social/Casual	2007	www.beesandpollen.com/	Revenue Financed	
Bees and Pollen is a social data optimization platform offering a predictive personalization solution that boosts businesses in-app conversions. It accomplishes this by improving each user's experience by serving them better and more relevant page choices. The company is the developer of Honeylize, which provides a complete personalization package for social games. The package automatically boosts engagement and conversions by analyzing patterns and predicting user preferences based on their social graph. Bees and Pollen's algorithms leverage both social and behavioral (CRM) data and current session data to make intelligent predictions in real time, match each user's predicted preferences, and adjust the users path and experience. By improving user experience with more relevant content, businesses encourage customers to stay longer, spend more, return sooner, and invite more friends. This results in an uplift of the key metrics (KPIs) of monetization, virality, retention, and engagement, resulting in more money and extended reach.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Bengigi Studio	Game Development	Social/Casual	2011	www.bengigi.com	Bootstrapped	
Bengigi Studio creates Android apps and games. Its portfolio of games includes Slots Surprise, Face Blender, Casino Spin, and Run Cow Run.						
BioGaming	Game Development	Meaningful	2016	www.biogaming.com	A	
The BioGaming exercise gamification platform aims at increasing adherence and achieving efficient resource allocation for the physical therapy clinic through improving outcomes and reducing health care costs. BioGaming platform facilitates fully supervised, yet unattended physiotherapy programs and assessments. BioGaming's platform uses a 3D sensor to capture patient's' movement during assessments and exercises. All the data created during the rehab session is recorded and automatically processed by BioGaming's cutting edge technology based on AI algorithms which produces real-time feedback for improvement and detailed reports for further clinical and business analysis. BioGaming's platform, FDA approved, provides an interactive gamified experience for patients and motion analysis for Physical Therapists as it automates and quantifies assessments and in-clinic exercises.						
Biohex Games	Indie		2015	www.moduwar.com		
Biohex Games is a team of developers, artists and game designers working together on making their dream RTS game. They're currently developing 2 games - ModuWar, ModuBeats						
BioLudus	Game Development	Social/Casual	2014	www.bioludus.com	Bootstrapped	
BioLudus develops casual game apps. Some of the company's games such as 'Crazy Alien Snake' are based on classic casual games, that have been adapted to become more appealing to today's users.						
Bitshakers	Game Development	Social/Casual	2011	www.bitshakers.com	Bootstrapped	
BitShakers is a boutique technology house specializing in desktop and browser applications with a special focus on games, video, and eCommerce solutions. BitShakers is home to a variety of products that provide an engaging and productive online experience for its users and customers. The company builds, markets, and delivers a wide variety of social and entertainment products, some in collaboration with partners, and all conceptualized and developed in-house.						
Brainkos	Platform	Educational	2016	www.brainkos.com	Bootstrapped	
Brainkos.com is a platform through which people can learn any subject in a game environment. Students collect game characters called Brainkos (each specializing in one subject), and train and grow them by solving questions and competing with other players. Teachers can use Brainkos to assign engaging homework by selecting questions from the database or uploading their own. The assignments can be adapted to each students level and track their progress.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Breeze Creative	Technology & Supporting services	AR/VR/MR	2006	www.breezecreative.com	Revenue Financed	
Breeze Creative plans and produces visitor center experiences, demo displays, museum exhibits, and interactive presentations. Its team of multidisciplinary designers, content developers, programmers, and producers work together to turn creative ideas into reality. Making learning fun is a key component of Breeze Creative's work. The team has created a selfie wall that places the users photo into environments such as outer space; a farming simulator that allows kids to virtually operate a farm for an entire growing season; and a virtual tag game and other applications that incorporate wall-sized touchscreens.						
Brillianetor	Technology & Supporting services	Sports & Other	2013	www.brillianetor.com		
Brillianetor introduces a groundbreaking AI technology that enables machines to socialize and form groups with other machines and/or humans. The company has developed an artificial social mind that mimics human social interactions, allowing any machine to be aware of the entities surrounding it and to choose whether to cooperate or compete with them by autonomously initiating spontaneous social interactions. Brillianetors artificial social intelligence can be used in a number of fields, including the gaming industry, internet of things (IoT), cyber defense security, and unmanned platform management.						
Candivore	Game Development	Social/Casual	2016			
Candivore develops mobile casual games, focusing on innovative multiplayer experiences.						
Capricia Productions	Game Development	Midcore/ Hardcore	2013	www.capriciaproductions.com	Bootstrapped	$0.11M
Capricia Productions specializes in creating video games designed to be interactive with music albums, compositions, and other audible art. The company is currently working on its first music video game (MVG), The Birdcage. Capricia Productions combines audible art with the artists vision to make a unique MVG. In anticipation of the MVG as the new standard for listening to and experiencing music, the company offers a platform connecting musicians and game developers, allowing both sides to express their art and create a mesmerizing product.						
Captain Up	Technology & Supporting services	Casual/ Social	2013	www.captainup.com	Seed	
CaptainUp is an engagement platform for websites, mobile web, and apps. The platform helps deliver a significant increase in user lifetime value by boosting user engagement, retention, and virality. Through its use of game mechanics, CaptainUp's platform activates users by increasing their social activities, including visits, likes, shares, tweets, coins spent, referrals, comments, videos watched, and other actions, all through a customized and personalized experience.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Castle Builders	Platform	Meaningful	2006	www.bookclip.com	Revenue Financed	
Castle Builders is the developer of Bookclip, a social marketplace for sharing interactive books and media. The company provides an innovative platform for building apps, with a free and intuitive editor for creating books with no coding or designing skills necessary. With Bookclip, readers of all ages can enjoy storybooks embellished with videos and interactive animations. Users can easily record their narration and sync it word-for-word with text, add filters or crop images, populate books with music and sound effects, and create animations or trim videos.						
Chameleon eBooks	Game Development	Children	2013	www.thewatchkids.com		
Chameleon eBooks creates digital experiences that convey life skills and cognitive abilities. Children experience thought-provoking, creativity-enhancing, and brain-stimulating activities through fun, engaging, value-driven experiences. The first book, Neighborhood Watch Kids and Duh Color Stuff, is an adventure story in which five brave young kids and their pet dog set out to save their neighborhood.						
ClanPlay	Technology & Supporting services	Midcore/ Hardcore	2016	www.clan-play.com	Seed	$1.4M
ClanPlay is a messaging app for gamers that synchronizes with the chat inside games. It aims to keep players connected and increase the KPIs for game developers.						
CodeMonkey Studios	Game Development	Educational	2014	www.playcodemonkey.com	Seed	$2.25M
CodeMonkey Studios offers an online game that teaches both fundamental and advanced computer programming skills. The CodeMonkey curriculum is presented as a self-paced online game in which students advance through a progression of challenges. At each level of the game, students write real code to program a monkey to catch all the bananas on the screen. Each solution is checked and graded automatically, and students receive personalized instructions and hints to help them advance at a pace that is right for them.						
CogniFit	Game Development	Meaningful	1999	www.cognifit.com	A	$5M
CogniFit designs and develops computerized cognitive assessments and brain-training software aimed at improving quality of life through brain fitness. The company's personalized programs begin with an assessment of the user's cognitive health. Using this information along with the user's ongoing performance, CogniFit's automatically builds a brain-training regimen that matches the user's needs. CogniFit's technology assesses and trains 20 key cognitive skills, such as memory, concentration, perception, and coordination.						
Come2Play	Platform	Social/Casual	2007	www.come2play.com	Revenue Financed	
Come2Play is an open-platform, multiplayer game network. Come2Play provides increased freedom for both game developers and website publishers by enabling any multiplayer flash game to be added to any type of website, anywhere on the internet. With its open API, Come2Play offers game developers access to its distribution network, as well as tools for creating multiplayer games.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Compedia	Game Development	Educational	1988	www.compedia.net	Established	
Compedia develops interactive educational systems, content, and technology, creating engagement through gamification. Compedia offers training and educational products in the corporate and industrial markets that are configured to perform on all platforms and with all devices. The company's AR/VR+ platform can be used to create a new type of immersive 3D experience.						
CoolaData	Technology & Supporting services	Social/Casual	2013	www.cooladata.com	B	$13M
Cooladata is a cloud-based, end-to-end, fully-managed data warehouse optimized for behavioral analysis, designed for companies with digital products. With Cooladata users can connect or upload data from any source, online or offline, then unify all this data to get a complete picture of their customers and the performance of their business.						
Crafty Arcade	Game Development	Meaningful	2012	www.craftyarcade.com	Bootstrapped	
Crafty Arcade studio specializes in stop-motion games for the iPhone and Android markets. The company is the developer of iPollute, an eco-themed stop-motion game. The game was modeled in clay and built and filmed in an imaginary polluted valley. Playing the game reveals lifelike animations which grow and evolve as the game progresses. As the player enjoys the various scenarios, the main theme of the game is revealed: how the players choices affect the valley, and whether the chosen path will lead to ultimate destruction or complete rejuvenation.						
Da-Li	Game Development	Educational	2012	www.da-li.co.il	Bootstrapped	
Da-Li was founded with the purpose of significantly improving the learning experience and achievements of students, while leading a change in teachers utilization of the internet as an integral part of the ongoing teaching/learning process. Da-Li offers fun approaches to learning science at junior high schools through questions-and-answers games with detailed answers and links to relevant multimedia and simulation tools found on the internet. The links and tools being used are screened to select those of high quality, adjusted to the learning curriculum, translated and combined with originally created new materials. Students can browse through the media attached to every question prior to answering a question. After answering, the student gets a detailed explanation that either elaborates the right answer or provides clarifications in case of a wrong answer. Da-Li is friendly and easy to implement alongside existing learning tools and methods and serves as an add-on rather than changing customary methods. Teachers can easily monitor usage, watch the results and extract didactic conclusions..						
DanpeGames	Indie		2016		Bootstrapped	
DanpeGames is an Android developer which has released its first game "Hit Head" in Google play.						
dARwing	Platform	AR/VR/MR	2017	www.flydarwing.com		
dARwing is building a platform that uses augmented reality (AR) to enable people to use their drones as flying gaming consoles. The company also uses its educational games to teach users how to fly drones.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
DAU-UP ClicksMob	Technology & Supporting services	Social/Casual	2011	www.dauup.com	Bootstrapped	
	DAU-UP ClicksMob offers mobile user acquisition & revenue maximization with global coverage in more than 200 countries. The company delivers performance-based user acquisition & monetization solutions to the leading apps across all verticals such as gaming, ecommerce, travel, entertainment & more. DAU-UP ClicksMob cutting-edge proprietary technology allows full management and optimization of mobile campaigns, based on post-install events in order to ensure our partners with a positive ROI. The company's targeting combined with platform capabilities and automated optimization, allows to acquire premium mobile users with the highest monetization value. A subsidiary of XL Media, DAU-UP ClicksMob has been operating in the online marketing industry for over six years, and is a part of the Webpals Group.					
Deemedya	Game Development	Social/Casual	2010	www.deemedya.com	Bootstrapped	
	Deemedya is an international publisher of mobile games. The company strives to deliver fun, innovative games to its users and to always stay ahead of the curve in terms of technology and gameplay. Deemedya's primary goal is to increase the fun level in the lives of millions of players and to expose its audience to a new level of awesomeness.					
D.I.C Technologies	Game Development	Children	2004	www.dicnt.co.il	Revenue Financed	
	D.I.C Technologies operates and maintains websites catered to children's entertainment, promoting social content in a protected online environment. D.I.C Technologies' flagship product, Mikmak World, is a supervised, secure online social platform, where users can design virtual characters to go on adventures, play games, and meet other members.					
Diwip	Game Development	Social/Casual	2010	www.diwip.com		
	Diwip develops social casino games that provide users with fun and excitement, for free. Diwip is an entertainment company for all ages, and appears on many popular social networking sites such as Facebook and Vkontakte. Diwip gives millions of people worldwide the opportunity to engage, relax, and socialize with one another through its games. The company was acquired at the end of 2014 by Imperus Technologies Corp.					
Double Duck	Game Development	Social/Casual	2012	www.doubleduck.co	Seed	
	Double Duck is a game development studio, founded by passionate casual and hardcore gamers, focused on developing and polishing gameplay experiences and delivering the most fun and engaging gameplay possible. Double Duck uses cross-platform tools, cutting-edge technologies, and a bit of dark magic to make sure that everyone can play everything.					
DoubleYou	Game Development	Social/Casual	2015	www.mydoubleyou.com	Bootstrapped	
	DoubleYou, developed by MiraiWeb, is a platform that enables multiplayer functionality in single-player games. DoubleYou adds a social layer to games by allowing players to compete with their friends. DoubleYou requires no SDK integration or interference with existing game code. By allowing players to compete and interact with others from around the globe, DoubleYou increases the amount of time players spend in a game. It also provides valuable targeting opportunities based on the players' behavior patterns and gaming skill.					

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Dragonplay	Game Development	Social/Casual	2010	www.dragonplay.com	A	$14M

Dragonplay is a multiplatform development house specializing in the production of social games. The company was one of the first social gaming companies to focus on Android as its primary distribution channel, and has emerged as one of its leading developers with the chart-topping title Live Holdem Poker Pro. Dragonplay places a special emphasis on user experience, with the aim of connecting and delighting users from all over the world. In addition, the company strives to maintain the highest security and privacy standards for its customers. Dragonplay's vision is to connect people through games and enable them to play with friends and others on multiple platforms. In 2014, Dragonplay was acquired by Bally Technology and subsequently merged into Scientific Games interactive division following its acquisition of Bally Technologies later that year.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Dust Storm Entertainment	Indie			www.dust-storm.com		

Dust Storm Entertainment is an Indie game studio, developing a military RTS game. The game WarZone Flashpoint aims to bring RTS back into the limelight. The game will feature various generals, commanding vast and customizable armies.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Eco Campus	Platform	Meaningful	2009	www.ecocamp.us	Revenue Financed	

Eco Campus is a TRUSTe-certified school platform and social network for Jewish students aged 8-15 in the U.S. and Israel. Available in both English and Hebrew, Eco Campus includes Sviva, Israel's award-winning Eco Connection curriculum, and provides teachers with in-school and online training and support to ensure the success of the program. Eco Campus creates partnerships and networks of schools; raises the standards of Jewish environmental literacy in schools; empowers teachers to use new media as an educational tool; and enables users to share and showcase grassroots environmental projects.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
English Adventure	Game Development	Educational	1998	www.englishadventure.com	Revenue Financed	

English Adventure Ltd provides comprehensive EFL (English as a foreign language) programs for young learners around the world. The company's programs combine rich content with theory-based methodology and extensive testing, and include both print and digital materials for in-class and home practice. Each of its mystery and adventure books is developed around a suspenseful, age-appropriate storyline.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
English To-Go	Platform	Educational	2012	www.english-togo.com	Revenue Financed	

English To-Go is a preschool program based on an interactive video technology that exposes children to native English speakers via animated movies, scored interactive games, and pronunciation exercises. The platform introduces the eight topics most commonly used by young learners, and offers more than 200 home lessons, 200 videos, 400 interactive practice activities, and 200 worksheets. English To-Go has a Pedagogical Service Center back office that collects all user scores and data and provides parents with immediate answers to questions and problems, tips on how to improve their child's results, and extra enrichment materials when needed.

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
EyeClick	Technology & Supporting services	AR/VR/MR	2004	www.joinbeam.com	Revenue Financed	
	EyeClick is an interactive technology developer and the creator of Beam (previously EyePlay), an award-winning gaming solution for kids aged 2 and up that turns any physical space into an immersive, active, and highly addictive gaming experience. Beam uses state-of-the art projection technology that mounts to the user's ceiling to create an immersive play space that will work on any flat surface. When activated, Beam comes to life with a variety of games and experiences that react to the movements of up to 15 kids. Beam is helping businesses worldwide to stand out and offer a unique entertainment experience for their young audiences, with thousands of global installations, millions of kids playing, and well known clients.					
EyeCue	Technology & Supporting services	AR/VR/MR	2007	www.eyecue-tech.com		
	EyeCue Vision Technologies develops vision recognition for toys and games of globally-recognized brands. The company pairs its platform on smartphone and tablet with physical toys and board games to expand games' interactive capacity. EyeCue's smartPLAY technology utilizes the smartphone camera to detect toy motion for mobile games, reacting intelligently with voice, sound, and music.					
eyeSight	Technology & Supporting services	AR/VR/MR	2005	www.eyesight-tech.com	C+	$26.2M
	eyeSight develops embedded computer-vision solutions, bringing sensing and gesture recognition technology to a variety of devices and industries. The company's technology improves daily life interactions with the home, car, and other consumer electronics, achieving simplified user interactions that are intelligent and personalized. eyeSight brings computer vision to households globally with its standalone IoT and smart-home solution, singlecue. singlecue senses gestures, enabling touch-free control over existing home devices with just a wave of the finger—no remotes, no apps, no wearables necessary. The company was named a "Cool Vendor in Connected Home, 2017" by the Gartner Research Group.					
Fabula Gaming	Platform	Sports & Other	2013	www.fabulagame.com	A	$2M
	Fabula Gaming is a sports game development company that supplies organizations with a variety of engaging games to energize and monetize their fan base. Fabula Gaming enables sports clubs to generate revenue by selling their branded virtual merchandise as rewards.Fabula Gaming turns the traditional gaming model into a fun and rewarding experience for the end user by allowing fans a free or paid chance to own their favorite team's limited branded virtual merchandise. Fabula Gaming seeks to revolutionize the way sports clubs interact with fans in the social digital world.					

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Fireberry Studio	Game Development	Midcore/ Hardcore	2014	www.fireberrystudio. com		
Fireberry is a small indie game studio focused on narrative driven adventure games. The studio was founded in 2014 by Stav Goldstein, a game developer and 2D artist, inspired by story driven, creative games, as well as nostalgic adventure games. The 1st chapter of the studio's first title, "The Splitting", was released on January 2015, and the 2nd chapter was released on September 2016. The game will have 5 chapters in total.						
FITS	Game Development	Meaningful	2015	www.fitsinteractive.com	Seed	
FITS creates products designed to boost educational, career, and personal success through sustained attention. The first of its products, Attention Hero, combines a proprietary sensory keypad with a gaming app to help children overcome attention problems through motion training. Attention Hero is an effective, enjoyable, and affordable game that treats attention deficits by encouraging players to accurately time their finger tapping with cartoon characters in a video. The game will be sold both to professional therapists and directly to consumers online.						
FlyBrain	Game Development	Meaningful	2015	www.lybrain.com	Seed	
Flybrain is an online cognitive-training service that integrates original, adaptable brain games, constant user-performance analysis, and practical didactic tools suited for common daily tasks. The Flybrain program can be used by people with cognitive challenges (e.g. memory loss, ADHD, rehabilitation) as well as those wanting to enhance their cognitive skills. Flybrain users can enjoy fun, intuitive games, and personal trainers can analyze the data to provide them with detailed results and tools for improvement. Flybrain's training method is based on theories in cognitive psychology and brain plasticity, and studies have shown an enhancement in skills performance through the use of brain optimization software.						
Fort Triumph Ltd.	Game Development	Midcore/ Hardcore	2016	www.forttriumph.com	Pre-Seed	$0.078M
Fort Triumph Ltd is an independent video game developer based in Tel Aviv and working on its first title, 'Fort Triumph', a tactical turn-based game for Windows, Mac, Linux, and consoles. Fort Triumph incorporates physics and environmental tactics, enabling interesting, nonlinear approaches to solving and beating the game. The game features flexible campaigns with changing locations, events, and quests influenced by the player's choices.						
FreshBiz Global	Game Development	Meaningful	2009	www.freshbizgame.com		
FreshBiz Global Ltd is a training company that develops entrepreneurial thinking for business executives and employees, entrepreneurs and business owners, and top educators and students. The company's game-based workshops help businesses develop real skills in teamwork and collaboration, creative thinking and problem solving, spotting and creating opportunities, next-level leadership, proactivity, resource optimization, and self-expression. In 2014, FreshBiz became the first company in the Middle East chosen for the GameChangers 500.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
FTX Games/ Funtactix	Game Development	Midcore/ Hardcore	2006	www.ftxgames.com	A	$6M
FTX GAMES	FTX Games is an independent publisher focused exclusively on building free-to-play games for major box-office films. The FTX Games team has decades of combined experience in building, marketing, licensing, and managing movie-based games across a wide range of platforms. With an unmatched reputation in Hollywood, FTX Games is trusted by leading filmmakers and IP owners to extend their work to gaming platforms. The company's games consistently receive top reviews from fans and critics alike. Funtactix was acquired by Playtech in 2016 and rebranded as FTX Games.					
Funtaskid	Game Development	Meaningful	2015	www.funtaskid.com	Bootstrapped	
	FunTasKid is a communication platform between parents and children that helps children to learn healthy habits. Their first line of products is a mobile app that teaches the children organization skills and daily routines. The app improves and maintains a stress-free family environment and empowers the child with a sense of independence. This solution is based on mobile and wearable technology, gamification elements and big-data analytics					
Funtomic	Game Development	Casual/ Social	2008	www.funtomic.com	Revenue Financed	
FUNTOMIC	Funtomic develops and publishes games for mobile and tablet devices. The company works with leading game developers to bring their work in front of a large audience. Funtomic provides development support, QA, funding, and marketing for both mobile and flash game developers. Funtomic owns and operates Kizi.com, which serves over 20 million young and adult players worldwide. With its intuitive design and wide variety of games, Kizi has something for everyone and offers a safe and suitable place for both parents and children to play.					
Game of Whales	Technology & Supporting services	Social/Casual	2015	www.gameofwhales.com	Bootstrapped	
GAME OF WHALES Real-time monetization optimizer	Game of Whales helps mobile game/app developers and publishers increase revenue by easily identifying and profiling their users, analyzing usage patterns and spending habits, and presenting compelling incentives specifically tailored to keep everyone engaged and buying more. Combining actionable analytics and machine learning with advanced management and marketing capabilities, Game of Whales is a unified player/user analysis and campaign management platform that's easy to learn and use.					
Gameatu	Technology & Supporting services	Sports & Other	2017	www.gameatu.com	Bootstrapped	
GAMEatu	Gameatu is a brand new website which will produce high quality news, documentaries, featurettes and content for the gaming market.					
Gavra Games	Game Development	Midcore/ Hardcore	2016	www.warriorsrtg.com	Seed	
GAVRA GAMES	Gavra Games is developing 'Warriors: Rise To Glory', a turn-based battle game for Steam gamers. Players journey to a world full of colorful warriors with unique skills, weapons, and armor, and build their warriors from scratch.					

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Gemsense	Technology & Supporting services	AR/VR/MR	2014	www.gemswear.cool	A	$0.55M
	Gemsense provides wearable tech for interacting with digital platforms. The company's small hardware design and powerful, easy-to-use SDK enable motion-based apps. The company's small-sized hardware can be placed almost anywhere on the body and facilitates easy interaction with environments and devices, achieving real-time, accurate feedback from various apps. Based on the wearable Gem device and related algorithms, the platform translates and transmits human motion to smart devices such as VR and AR glasses, tablets, TV, lights, and potentially anything capable of being connected.					
GeoSim	Technology & Supporting services	AR/VR/MR	1995	www.geosimcities.com	Revenue Financed	
	GeoSim developed an end-to-end city-modeling system with street-level detail. The company's 3D city-models are highly parametric, meaning that individual 3D objects (building features, traffic lights, trees, etc.) can be searched, counted, and linked to dynamic information about their states. Streaming data (such as IoT sensor outputs) can be visualized in real time, enabling new ways of viewing and understanding relationships among multiple datasets. GeoSim city-models can be freely navigated, just like a video game.					
Ginger Tiger	Game Development	Educational	2013	www.gingertiger.net	Bootstrapped	
	Ginger Tiger provides an online learning environment specifically designed for users with special needs. The website contains a variety of games and activities designed to teach a variety of subjects and skills. Ginger Tiger is suitable for children with specific learning disabilities, autism, physical disabilities, deafness or blindness, developmental delays, hearing impairments, speech and language impairments, and visual impairments.					
Globokids Games	Game Development	Children	2015	www.globo.co.il	Bootstrapped	
	Globokids Games develops a platform for kids where they can explore a virtual world, play games, and meet new friends.					
Go Vivo	Technology & Supporting services	Meaningful	2013	www.govivogo.com	Seed	$0.3M
	Go Vivo aims to fight childhood obesity by developing wearable technology that merges computer games with physical activity. Go Vivo uses a number of proximity sensors that can be embedded into any device, such as a bracelet, the hilt of a toy sword, a jump rope, and more. The technology records the gamer's movements, changes in body temperature, and quantity of perspiration generated, and then translates the data into game points. Go Vivo has the ability to interface with any online computer game on the market today. Gamers can continue playing the games they love and receive immediate gratification when their physical activity helps their game's hero succeed.					

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Go Watermelon	Game Development	Social/Casual	2015	www.gowatermelon.com	Seed	$0.1M
Go Watermelon is a mobile-game developer specializing in social casino games for the Japanese market. Go Watermelon's platform is designed for the creation of a series of apps, with each app offering games that combine social casino with RPG content. Watermelon is backed by Samurai House Incubate, Israel.						
GreenSky Games	Game Development	Social/Casual	2016	www.greenskygames.com	Pre-Seed	$0.04M
GreenSkyGames is a mobile game development studio.						
Happy Cloud	Technology & Supporting services	Midcore/Hardcore	2011	www.thehappycloud.com	A	$4.25M
Happy Cloud is a cloud-based digital-distribution technology company dedicated to making instant, on-demand gaming accessible worldwide. The company's platform allows users to start playing with only a small part of the game installed on the hard drive, downloading the rest as the user plays. Happy Clouds technology typically cuts time-to-play by 70-95%.						
Headbang Games	Indie		2015	www.headbangames.com		
Headbang Games is an indie game developer. In the end of 2016 they released their first official android game to google store, 'Bad Run', as part of the Bad Pad saga. Bad Pad is a Platformer game mixed with a little arcading, shooting, puzzle solving and adventuring.						
Hunchbots	Game Development	Sports & Other	2016	www.hunchbots.com	Seed	$0.2M
HunchBots is introducing a new way to consume content, bringing gamification into real-life news events, experienced from the publisher's own domain and re-engaged through users' Facebook Messenger via chat-bot.						
HellMaze Online	Indie		2017	www.indiedb.com/games/hellmaze-online		
HellMaze Online is an indie game developer. Their game 'HellMaze Online' is a four players survival game in a randomly generated, ever-changing maze with a souls like difficulty. Four representatives from four clans will fight against each other and the maze monsters to be the last standing and bring honor to the clan.						
iFeel Labs	Game Development	Meaningful	2014	www.ifeellabs.com	Bootstrapped	
iFeel Labs develops respiratory digital therapy for monitoring and preventing stress, anxiety, and pulmonary exacerbation. The company's therapy transforms popular mobile games and apps into biosense games in which the user progresses through healthy and proper breathing. The iFeel Labs solution uses wearable sensors to track pulse data in real time while the smartphone applications guide users in effective breathing and monitor pulmonary exacerbation biomarkers. With its mobile platform, iFeel Labs aims to reduce the effects of stress, anxiety, depression, PTSD, and insomnia, and help asthma and COPD patients monitor and prevent pulmonary exacerbation.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Ilyon Dynamics	Game Development	Social/Casual	2013	www.ilyon.net/	Revenue Financed	
Ilyon Dynamics is an interactive entertainment company with over 40 free-to-play titles and hundreds of millions of downloads. The company's goal is to create beautiful games with engaging gameplay.						
iMagine Machine	Game Development	Educational	2010	www.imaginemachine.com	Bootstrapped	
iMagine Machine develops mobile, web-based educational applications. The company has developed a number of top-rated titles for the iOS App Store, including "Faces iMake," the number-one free educational app in the U.S. in 2010, and "Monkeyin' Around."						
InfiApps	Game Development	Social/Casual	2012	www.infiapps.com		
Infiapps is a mobile gaming company. Its games combine imaginative content with the latest technology, graphics, and sound to help transport players to a world of fun. Infiapps is committed to providing unprecedented, personalized customer service, because a player's gaming experience extends beyond the game. In 2015 the company was acquired by Stride Gaming plc.						
InfinityAR	Technology & Supporting services	AR/VR/MR	2006	www.infinityar.com	C+	$25.5M
InfinityAR offers an augmented reality (AR) engine that enables app development for wearables and mobile devices. Its solution is designed to help programmers quickly develop and deliver advanced AR applications that provide users with a rich AR experience and an extremely natural and intuitive user interface. Both ODMs and mobile-device and wearable manufacturers can use the InfinityAR platform to give developers comprehensive capabilities, including an easy-to-use and fully compatible AR development platform. In addition, the InfinityAR engine works with affordable hardware that directly affects the user's bill of materials, competitiveness, and performance.						
Innovision Labs	Game Development	Meaningful	2007	www.innovision-labs.com	Public	
Innovision Labs is a neuroscience technology company focused on enhancing image-processing functions in the human vision system. The company's team uses breakthroughs in visual neuroscience to improve vision performance and to provide accessible, intuitive, vision-based diagnostic tools. Innovision Labs has developed two products to date: 'GlassesOff' and 'Game Vision'. 'GlassesOff' is a mobile application for designed for people with presbyopia – natural, age-related farsightedness. The application exercises the visual cortex of the brain through a game-like experience to help improve vision sharpness. 'GlassesOff' is a personalized product that monitors user performance and constantly adjusts according to each user's ongoing progress. 'Game Vision' is a mobile application created for athletes who play sports that require rapid image processing. 'Game Vision' helps athletes improve their sports vision, which is critical for on-court and on-field performance. The application was designed with a specific emphasis on boosting the brain's image-processing speed, depth perception, sharpness of vision, and contrast sensitivity through mobile game challenges that contain specific game elements and logic interpreted by a scientific algorithm.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
InPlay King	Game Development	Sports & Other	2014	www.inplayking.com	Bootstrapped	

InPlay King is a mobile social game that lets sports fans experience live inplay sports betting using fun credits in a socially friendly game environment. Users can predict games from MLB, the NFL, NBA, and NHL, as well as college football and basketball with numerous bet types. InPlay King uses a live feed from Betradar that simulates a real-time betting experience similar to Live Sports Books and European "In-Play" style betting. Inplay King was developed by Incrediplay Ltd.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Intactio	Game Development	Educational	2014	www.intactio.com	Bootstrapped	

Intactio creates computer games with an add-on communication device that converts virtual artifacts from the game into physical objects. It could be connected to games that use coins, for example, enabling users to really touch their actual coins. The company's first patent-protected working prototype is Grocery Store, which has been piloted successfully with children and educators. Each time the player, who assumes the role of the store vendor, sells something, he or she receives real coins. Conversely, if the vendor buys new stock from a supplier, he or she pays with real coins.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Intendu	Game Development	Meaningful	2012	www.intendu.com	A	$3.35M

Intendu offers a brain-training platform designed to treat people with brain dysfunctions. The Intendu solution is based on body-controlled, adaptive video games. The games involve interaction with characters and the use of natural body gestures within functional environments. Intendu's games are personalized in real time to fit each player's capabilities and rehabilitation goals. The company's patent-pending neurocognitive engine decides at every moment, based on each player's performance and biofeedback, the best way to stimulate that player's brain to achieve his or her rehabilitation goals. The Intendu training platform provides games that target specific cognitive functions, such as multitasking, memory, inhibition, set-shifting, persistence, attention, self-initiation, and more. The platform scales to train people with cognitive impairments caused by various brain conditions, including traumatic brain injury, stroke, age-related cognitive decline, mental illness, and neurological disease.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Inuitive	Technology & Supporting services	AR/VR/MR	2012	www.inuitive-tech.com	B	

Inuitive designs fabless semiconductors and has produced a high-quality, multicore natural user interface (NUI) co-processor for 3D imaging. Geared for virtual reality headmount displays, augmented reality glasses, smartphones, tablets, and and laptops, the co-processor is powerful enough to ensure excellent user experience. It combines all NUI technologies (gesture, gaze, head tracking) without impacting concurrent tasks that run on the main processor. The company offers an open architecture that permits users to embed their own technology and integrate additional application layers. These are executed on the co-processor and isolated from the main processor's timing constraints.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
i-Skool	Platform	Educational	2012	www.i-skool.com	Bootstrapped	

i-Skool Inc has developed a gamified mobile-learning system that allows parents and teachers to design the learning content and set goals, interaction levels, and incentives. The i-Skool system is designed to enhance the learning experience through the use of intuitive and interactive content, and seeks to improve students' learning abilities by creating thinking tasks for kids from kindergarten through high school.

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Jelly Button Games	Game Development	Social/Casual	2011	www.jellybtn.com	Seed	$1.5M
	Jelly Button Games is a free-to-play mobile game company whose "Mingle Player" experience combines the best of single-player and multiplayer environments, resulting in viral success worldwide. All stages of development and design are produced 100% in-house by Jelly Buttoners from the mobile, gaming, and design worlds. Jelly Button Games is an influential industry competitor devoted to capturing the hearts of players all over the world through original, well-made games to share with friends. In 2017 the company was acquired by Playtika Ltd.					
JoyTunes	Game Development	Educational	2011	www.joytunes.com	A	$7M
	JoyTunes combines education methods, sound recognition, and gaming technologies to create music education apps. JoyTunes aims to shorten the learning process for children and adults learning to play music at any level. With more than six million users, JoyTunes apps are recommended by thousands of music teachers worldwide, and one million songs are played every week. JoyTunes' proprietary app, Piano Maestro, was ranked the #1 education app in over 20 countries, and Simply Piano was chosen by Apple as one of the best apps for 2016.					
KARma Technologies	Technology & Supporting services	AR/VR/MR	2016	www.karmatechs.com	Seed	
	KARma Technologies develops technology for wireless virtual reality platforms. The company's solution combines algorithmic, optical, and mechanical hardware and software features in order to improve the user experience and create an immersive VR experience.					
KeepItApp	Platform	Meaningful	2015	www.keep-it-app.com	Bootstrapped	
	KeepItApp provides an online platform and mobile app for employee training and the advancement, development, and management of professional knowledge in an organization. The system enables employees to share their knowledge and insights with their organization, and also to consult with other employees on professional topics they encounter in the course of their day-to-day work. KeepItApp's algorithm is based on computational linguistics, which enables it to scan large volumes of text and automatically produce trivia questions. These questions are presented to employees on a daily basis. The system helps training departments manage formal training sessions, decide which employees are in most need of refresher courses, and determine when to call them in for training. KeepItApp also provides training departments and senior management with important data on the knowledge and participation of their organizations' employees in a clear, user-friendly graphic format.					
KidCode	Game Development	Educational	2016	www.kidcode.co.il	Pre-Seed	
	KidCode is a word-free educational game designed to help kids learn how to think like programmers while engaging in an evolving virtual environment. KidCode has created an environment that develops self-learning, teamwork, and problem-solving skills by adjusting itself to each player's unique abilities and needs. Kids learn at their own pace, and parents and teachers can monitor their progress.					
Kido Games Studio	Game Development	Children	2012	www.kidogamestudio.com	Bootstrapped	
	Kido Games Studio creates edutainment applications for toddlers. The company's first app, Pick 'n Seek, features colorful images designed to engage children's curiosity and challenge their memory and identification skills.					

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
KIDOZ	Technology & Supporting services	Children	2009	www.kidoz.net	B	$4.7M
	KIDOZ is a content-discovery platform that helps kids find fun, entertaining, and relevant content while at the same time helping child-focused brands and developers to monetize and distribute their content to better reach kids. In a world where children are increasingly interacting with digital devices, KIDOZ' mission is to provide a better, safer, and friendlier experience for kids on their phones, tablets, and computers.					
KidsGoWise	Technology & Supporting services	Educational	2016	www.kidsgowise.com	Pre-Seed	
	KidsGoWise is a business intelligence and analytics tool for educational apps, games, and websites. Its solution analyzes user behavior and achievements, provides insight on strengths and weaknesses, tracks and ensures progress, and more. The platform creates tailored reports per app and per user, which developers can then share with parents and educators.					
Kitely	Technology & Supporting services	Meaningful	2008	www.kitely.com	Revenue Financed	
	Kitely is a platform that lets users create their own virtual worlds for training, education, collaboration, simulations, art exhibitions, machinima creation, theatrical performances, role playing, information centers, book promotions, 3D design, and entertainment activities. Kitely Market is a virtual goods marketplace that enables content creators to serve avatars from across the Metaverse from a single online store. Its goal is to create a critical mass of content, merchants, and buyers to help the Metaverse evolve from a collection of separate systems to a unified ecosystem.					
kmoEye	Technology & Supporting services	AR/VR/MR	2012	www.kmoeye.com	Bootstrapped	
	KmoEye is developing a software- and hardware-based artificial vision that "sees" as opposed to processing like deep-learning-based solutions. KmoEye implements the complete human vision system, from the retina to the ganglions and LGN to the visual cortex. Because of this, KmoEye's technology enables any robot, autonomous car, drone, or AR-based solution to see with a human vision perspective.					
KwazyLABS	Game Development	AR/VR/MR	2010	www.kwazylabs.com	Seed	$0.2M
	KwazyLABS develops crowd games that combine technology, art, and user experience. The company's products use cutting-edge technologies such as augmented reality, huge screens, AllJoyn, mobile device sensors, and more in order to create a powerful experience that also provides rich content and high social impact. The core of KwazyLABS is the lab, which constantly tests the newest technologies in order to build exciting, innovative games for crowds. KwazyLABS' highly customizable game products can be easily tailored to a wide variety of environments, including indoors or outdoors, in campaigns and events, for small crowds in a closed arena, and for millions of users in front of their TV sets.					

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Libi Labs	Game Development	Children	2014	www.libilabs.com	Bootstrapped	
Libi Labs creates educational games that address the everyday challenges and discoveries that children encounter. The company's products are COPPA compliant.						
Liniad	Technology & Supporting services	Social/Casual	2008	www.liniad.com	Revenue Financed	
Liniad specializes in high-end mobile and social gamer acquisition. The company employs its proprietary technology to identify, target, and deliver the most engaged audience for the user's game. Qualiad is Liniad's advanced, hyper-targeting tracking and analytics system, developed in-house to facilitate user acquisition for games and mobile applications. Qualiad's algorithm was tailored to Facebook and provides superior LTV prediction by using a combination of creative advertising and cluster targeting.						
Lonebot	Indie		2010			
Lonebot is an indie game developer, among the games they have released so far are: INFINIROOM, Monstre de Coiffure, 1Push, and Pulley planet						
Luck Genome	Game Development	Social/Casual	2015	www.luckgenome.com	Bootstrapped	
Luck Genome creates games for various platforms and networks. Luck Genome is ready to help in the creation and production of top-level casual, mobile, and social titles. In 2017 the company was acquired by GamePoint						
LuckyFish Games	Game Development	Social/Casual	2012	www.luckyfishgames.com	A	$1.6M
LuckyFish Games is a social game development company that creates casual social casino games for social networks and mobile devices. The company's social gaming platform allows players to enjoy a variety of games while experiencing social benefits such as sharing or gifting coins and organizing tournaments. LuckyFish Games is the developer of OMG! Fortune, a game application for Facebook. The app contains a variety of creative, colorful, user-friendly games of chance based on scratch cards, Wheel of Fortune, slot machines, and bingo.						
Lumus	Technology & Supporting services	AR/VR/MR	2000	www.lumus-optical.com	C+	$62.3M
Lumus develops technology based on its patented reflective waveguide, known within the industry as light-guide optical element (LOE) technology. Its optics offer thin, lightweight smart eyewear with industry-leading field of view (FoV) relative to competing solutions. Lumus consistently provides the smallest and lightest form factor for any given FoV. With its optics considered the gold standard in the AR field, Lumus is focused on working with AR systems makers around the world.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Mantis Vision	Technology & Supporting services	AR/VR/MR	2005	www.mv4d.com	B	$22.2M
Mantis Vision develops technologies and solutions designed to bring 3D technology to every mobile device, home, and business. Mantis Vision aims to bring its MV4D from the professional to the consumer arena by partnering with the world's leading companies and enabling its partners to place the power of 3D directly into their users' hands.						
Matific	Game Development	Educational	2012	www.matific.com	B	$58.1M
Matific teaches K–6 level math using hands-on and interactive mini-games it calls "episodes." The Matific solution was designed to provide optimal support for educators to convey math concepts in the most effective and engaging manner possible. The immersive, bite-sized apps for tablets and personal computers are based on a modular and progressive spiral learning system. They represent a blended learning approach, with teachers selecting relevant episodes and integrating hands-on math explorations into their own teaching format. Progressing from fundamental math objectives to increasingly challenging activities, the system encourages children to internalize mathematical insights and rules.						
Megaplay Games	Game Development	Social/Casual		www. megaplay.us		
Megaplay creates social and mobile games, dedicated to give the best customized unique experience, for every single player. All of their games are directed to the mass audience (more than 100 millions users). The company uses its smart analytics system to learn about their players and improve their experience, on live.						
Memorush	Platform	Educational	2014	www.memorush.com	Bootstrapped	
Memorush is developing solutions designed to make long-term learning fun through the use of games. The company's first solution assists with the memorization aspect of learning in order to help schools make courses easier for their students. Memorush is also developing an SDK that integrates easily into any existing game.						
Mindefy	Game Development	Educational	2014	www.mindefy.com	Bootstrapped	
Mindefy has created an engaging environment where users can compete in tournaments, complete challenges, and interact with others while learning at the same time. Game content and challenges are delivered based on the user's progress and past activities. Users can keep track of their personal progress and knowledge and see how they compare to others.						
Mitzi Games	Indie		2017	www.spacecatsofficial.com		
Mitzi Games is an indie game developer, developing 'Space Cats', a tactical turn based space adventure. Fight enemies, explore, gather resources, and solve quests. Developed in Unity3D & headed to Steam						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Mobbo	Technology & Supporting services	Sports & Other	2015	www.mobbo.com	Bootstrapped	
Mobbo provides data-driven market research tools designed to help publishers, investors, marketers, and analysts worldwide make more informed decisions and succeed in the global app economy. Mobbo measures the mobile world, monitoring the mobile technology stack of over 3 million apps while offering a robust sales intelligence software solution for service providers in the mobile app economy.						
Mogobe	Game	Children	2009	www.mogobe.com	Revenue Financed	
Mogobe specializes in developing safe, exciting, interactive online worlds for children. Likening itself to a new playground on the virtual block. Virtual worlds provide an answer to the increasing demand for safe places for kids to spend their online time. Mogobe allows kids to join old and new friends of their own age and background to play games, win prizes, and have fun. Mogobe's approach focuses on vertical virtual worlds designed specifically for kids.						
Moon Active	Game Development	Social/Casual	2012	www.moonactive.com	Seed	
Moon Active is a game development company specializing in iOS, Android, and Facebook games. Its fun, action-filled games offer an engaging entertainment experience for everyone to enjoy. Moon Active's goal is to develop exciting, top-quality games, and in doing so, to connect people from all over the world.						
MovinGame	Game Development	Meaningful	2015	www.movingame.com	Bootstrapped	
MovinGame is a digital platform for motivating kids and teens to develop healthy eating and exercise habits. MovinGame combines mobile technologies, augmented and mixed reality, and physical activities to create an app that encourages kids to learn healthy behaviors and form new healthy habits.						
Mumblefish	Game Development	Social/Casual	2010	www.kapinga.co.il	Bootstrapped	
Mumblefish is a mobile gaming company. It has developed the games Interpol Runner and Rune Match Evolution, and is in the process of developing Sniper Online.						
Museloop	Platform	Educational	2014	museloop.com	Seed	$0.15M
Museloop has developed an augmented reality gaming platform that enables museums to easily create a mobile app for their visitors. The game-based tour experience puts the focus on the art and uses the games to deliver relevant, interesting, and contextual content. Museloop provides the museums with templates of games and a CMS. After the desired content is input, a unique app can be generated immediately. Museloop's SaaS platform is compatible with both permanent and temporary exhibitions, and allows museums to collect vast amounts of of data on their visitors.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
MUV Interactive	Technology & Supporting services	AR/VR/MR	2011	www.muvinteractive.com	A	$8.82M
	MUV Interactive develops unified technology for human interaction with any displayed content. With its Bird wearable, which attaches to the user's pointer finger, MUV gives any surface the same functionality as a touch screen. The platform can incorporate multiple devices for a fully integrated experience. The company merges optics and RF communication technologies together with complex software algorithms. MUV's product is a fully interactive experience that integrates touch, remote gestures, mouse functionality, and voice interaction.					
My Town Games	Game Development	Children	2015	www.my-town.com	Bootstrapped	
	My Town Games Ltd is a studio that designs and develops games combining elements that surround kids in their everyday environment with borderless game play opportunities. The company's games stimulate imagination and interaction by offering children several game options with different themes and characters. The games can be played alone or with friends and family.					
MyFirstApp	Game Development	Children	2011	www.myfirstapp.com	Bootstrapped	
	MyFirstApp Ltd is an educational gaming platform for touchpad devices that is designed to help young children acquire new cognitive and fine motor skills while playing games.					
MyFirstWorld	Platform	Children	2010	myfirstworld.com	Bootstrapped	
	MyFirstWorld.com is a free, easy-to-use virtual world website builder designed specifically for kids and teenagers. MyFirstWorld.com also functions as a social platform, as the websites can be shared for interaction with a community of users. MyFirstWorld.com offers a variety of virtual world tools, such as avatars, quests, virtual shops, games, maps, and more. It also provides free templates and designs to make website creation easy and fun.					
MysticGG	Indie		2017	www.mysticgg.com		
	MysticGG is an indie game developer, developing 'Velocity Rage' a thrill packed combat racing game. Their goal is to provide a high-end racing experience combined with tactical driven combat action. The game is to be released on PC, XBOX and PS.					
Mytopia	Game Development	Social/Casual	2007	www.mytopia.com	A	$3.5M
	Mytopia is a gaming studio that develops and markets social games on Facebook and mobile platforms. Taking classic casino games, like bingo, slots, backgammon, and Texas Hold Em, Mytopia has infused special elements and features to create a social experience for its players. Mytopia has an international fan base and a variety of different games, including Bingo Island, Governor of Poker, and Backgammon Live. In 2010 the company was acquired by 888.					

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
NaraView	Game Development	Educational	2015	www.naraview.com	Bootstrapped	
NaraView is a social game developed by high school teachers that connects Wikipedia definitions to make learning and teaching more engaging and collaborative. In the game, students can focus on a certain subject, and the teachers can see the different routes they take, gaining a better understanding of each student's thoughts and learning process in order to adapt their teaching accordingly.						
Nitako	Game Development	Social/Casual	2009	www.nitako.com	Revenue Financed	
Nitako is an independent mobile game development studio that creates turn-based mobile games that allow users to connect with their real-life friends and family. Nikatos founders bring their expertise in the fields of animation, game design, and software development to deliver a truly original mobile gaming experience.						
Nordau Creative	Game Development	AR/VR/MR	2012	www.kazooloo.com	Seed	$1.5M
Nordau Creative specializes in augmented reality (AR) gaming. Its flagship line of Kazooloo games, including Kazooloo Vortex and Kazooloo DMX, uses high-end technology to take smart toys to a new level. These cutting-edge games use apps in conjunction with premium-designed boards to create an entirely new gaming experience. Using a smartphone or tablet, players can immerse themselves in the Kazooloo world as it blends with their own physical reality, bringing an exciting high-tech fantasy world to life.						
Ode to the Dead Sea	Indie		2017	www.michalskurnik.com		
Ode to the Dead Sea is an Interactive VR Photography Exploration game with a goal to unveil the story of the environment of the dead sea area and how it suffers from the destruction made by man. The goal of the game is to take the best possible photos possible of both Flora and fauna. A gallery with all the pictures that were taken aims to reveal more details about its subjects.						
OnceAppon	Game Development	Children	2012	www.onceappon.com	Bootstrapped	
OnceAppon has developed an iPad app that lets kids two years old and above create their own stories and heroes. They first create the hero, and then choose the themes of the story from hundreds of pre-written scenarios. The story is woven together and automatically brought to life as a digital book, which then becomes a real hard-cover book the kids receive.						
One Hamsa	Game Development	AR/VR/MR	2016	www.onehamsa.com		
One Hamsa is a XR (AR/MR/VR) game design and tech studio. Today the studio is involved in a number of select projects within the mobile and VR realms. They created Racket: Nx an Arcade Space Sport. It's a high paced, psychedelic, and competitive AF.						
Onysus	Technology & Supporting services	AR/VR/MR	2013	www.onysus.com	Seed	
Onysus provides a visual editor that allows users to create immersive experiences with augmented reality, virtual reality, and gesture-based interactions. The company's patent-pending platform is visual and intuitive, yet strong enough to create complex computer-vision-based systems and applications in a totally graphic environment, similar to video-editing tools.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Overwolf	Technology & Supporting services	Midcore/ Hardcore	2010	www.overwolf.com	A	$5.3M
	Overwolf specializes in reinventing user-generated content in the hardcore gaming space by creating apps to help players win and have more fun in their favorite PC games. Using the Overwolf SDK, the company's active ecosystem of gamers and developers is continuously creating apps to enhance the gaming experience across more than 700 games. Overwolf serves more than 10 million players with over 250 apps focused on eSports, video, tools, and social communication.					
Painting Lulu	Game Development	Children	2013	www.paintinglulu.com	Seed	
	Painting Lulu is a paper-to-digital coloring book kit that includes a paper coloring book, a digital crayon, and an app. Kids can draw on the paper with regular crayons, scan the pages to any mobile device using the free app, and then continue to decorate, correct, and share their drawings digitally.					
Persona.ly	Technology & Supporting services	Social/Casual	2014	www.persona.ly	Bootstrapped	
	Persona.ly is a global technology company specializing in personalized monetization solutions and mobile application distribution. The company creates smart tools that help developers maximize their revenues without compromising user experience. Persona.ly offers game and app developers advanced tools for creating in-app advertising as well as for acquiring quality users based on risk-free models. Focusing heavily on the end user, while at the same time applying the smart use of data, Persona.ly provides a robust targeting and segmentation engine for increasing ROI and delivering a better user experience.					
Pinknowise	Platform	Meaningful	2016	www.pinknowise.com	Bootstrapped	
	Pinknowise Ltd is a design house for social audio programs. The company's work combines audio learning and communication with education and gaming. Pinknowise's main focus is the one voice app, an audio social-networking platform that enables users to experience sound simultaneously, syncing their listening experience and eliminating the need for cables and amplifiers. The app can also be used for government and public communications.					
P-Kama	Game Development	Social/Casual	2008	www.p-kama.com	Seed	$1.8M
	P-Kama combines social networking and gaming with its multi-player online family entertainment platform. The company adds social media features, such as instant messaging, personal profiles, and voice messaging capabilities, to the gaming experience.					
Planet of the Apps	Game Development	Social/Casual	2013	www.poa-media.com	A	
	Planet of the Apps is an established indie mobile game studio that has been developing and self-publishing mobile games since 2013. It is the creator of Circle Sweep, a puzzle game that fuses decision-making challenges with puzzle mechanics for an innovative gaming experience. The company has released more than 30 games and reached over 7 million downloads worldwide, with nine titles featured on the Apple App Store and Google Play.					
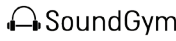
Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Plarium Global	Game Development	Midcore/ Hardcore	2009	www.plarium.com	Revenue Financed	

Plarium Global is an international game development company specializing in mobile and browser games. Its games offer richly detailed production values, immersive stories, committed player communities, and action-packed strategic gameplay. Plarium Global creates outstanding mobile and social experiences for hardcore gamers worldwide. With over 250 million registered users, the company is consistently ranked among the world's top hardcore game developers. In 2017 the company was acquired by Aristocrat Leisure Limited.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
PlayBuzz	Platform	Social/Casual	2012	www.publishers. playbuzz.com	C+	$69.8M

Playbuzz is a digital publishing platform that empowers publishers, marketers, bloggers, and brands to create content using media formats that are optimized for social sharing and engagement. Media formats powered by Playbuzz enable publishers to enjoy significant growth in user traffic, social media impact, audience reach, time spent on site, brand awareness, and revenue. All content that appears on Playbuzz.com can be embedded by any digital publisher.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
PlayGem	Game Development	Social/Casual	2012	www.playgem.co	Bootstrapped	

PlayGem is a mobile and social game development company whose highly successful PlayGem Backgammon is ranked among the top games on Facebook, Google Play, and the App Store. Founded by experienced game developers who previously started Play65, PlayGem aims to become the Zynga Poker of backgammon, with many more games to come.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Playtagon	Game Development	Social/Casual	2013	www.playtagon.com	Seed	

Playtagon is a game development company dedicated to creating mobile multiplayer action games. Playtagon is the developer of 'Heroes Rage', a fast-paced mobile multiplayer game in which players compete against each other in short, intense two-minute battles.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Playtika	Game Development	Social/Casual	2010	www.playtika.com	Revenue Financed	$1.5M

Playtika is a developer of social casino games. Whether a player is looking for something funny or dramatic, playful or full of intrigue, Playtika's diverse portfolio of games has something for everyone. Playtika draws upon decades of entertainment and gaming expertise, deep resources, and tremendous opportunities for marketing and cross-promotion. The company's mission is to deliver the best in entertainment, whether in the real world or the digital one. The company was acquired in 2011 by Caesars Entertainment Corp. and in 2016 was sold to a Chinese Consortium.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Playwork	Game Development	Meaningful	2016	www.playwork.me	Seed	

Playwork is a smart gaming system designed to integrate seamlessly with rehabilitation and workout equipment. It combines cutting-edge game design with extensive therapeutic knowledge, allowing patients to enjoy fun, goal-driven rehab. The sessions generate extensive data, allowing caregivers to enjoy an ever-growing database while improving their efficiency on the go.

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
PORT 5	Indie		2015	www.kapiagame.com		

PORT 5 is a family based Indie game developer. They are currently developing 'KAPIA', a comical 3D adventure with political subtext.

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Quaterback	Technology & Supporting services	Sports & Other	2016	www.quarterb.com	Bootstrapped	
	Quarterback creates a two-way dialog between eSports fans and the content, where fans can directly engage with the game's events in real time, becoming an active audience and unlocking new monetization channels.					
Raftika	Technology & Supporting services	Social/Casual	2012	www.raftika.com	Bootstrapped	
	Raftika is a premium ad network that specializes in user acquisition and providing inventory for mobile in-app campaigns worldwide. The company's proprietary software optimizes campaigns by matching user data, behavioral targeting, and performance metrics. Using a suite of reporting tools from Raftika Labs, users are able to monitor mobile app campaigns in order to gain informative and valuable insights. Raftika uses advanced data analysis and campaign reporting tools in order to monetize and acquire users in the most efficient way possible.					
Read and Play	Game Development	Educational	2002	www.readandplay.co.il	Revenue Financed	
	Read and Play Ltd develops solutions based on the Toy Musical Notes (T.M.N.) Method to teach children to read and play musical notes as their first written language. Based on academic research by reading-education experts and professors, the patent-pending technique can be implemented in many ways, including computer games, online games, and toys. Read and Play's first commercial application is "The House of Sounds," interactive educational software that includes lessons, games, and a library of children's songs and tunes, providing children with a creative and enjoyable tool for improving their success in reading.					
ReaverGames	Game Development	Midcore/ Hardcore	2015	www.runewards.com	Bootstrapped	
	ReaverGames Ltd developed Runewards, a free, online strategy card game. Players can build a deck with over 150 spells and units of monsters, use powerful spells with humans, or control the battlefield with nature. Runewards uses an interactive board where position matters.					
Rimon Studio	Game Development	Meaningful	2013	rimon.studio/		
	Rimon Studio, from Dice Group, is a game studio that aspires to create games and game based tools, which gives meaningful experience to players and users. Their solutions involve gamified elements and combines rich storytelling, fun and social experience.					
Samuramu	Game Development	Children	2010	samuramu.com	Revenue Financed	
	Samuramu is an independent game development house. Drawing on the success of mobile platforms and Apple's App Store, Samuramu focuses on delivering quality games for avid gamers. Most of the company's current games are designed for kids aged 4-7.					

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
SCREEMO	Platform	Meaningful	2012	www.screemo.com	Seed	
SCREEMO offers a platform to help brick and mortar businesses achieve their goals by enabling them to create positive, gamified in-store experiences designed to drive customers to action. The company's patent-pending SaaS enables marketers to create location-based and mobile-based gamified experiences without the need for coding or developers. The SCREEMO platform makes the creation and measurement of gamified experiences both easy and affordable for all marketers.						
Side-Kick Games	Game Development	AR/VR/MR	2010	www.sidekick.co.il	Seed	$0.15M
Side-Kick creates full games, demos, prototypes, and experimental projects. Side-Kick utilizes new technologies, such as VR, AR, and motion, to deliver high-quality mobile gaming experiences. The company creates games that fully utilize the latest technology within short development cycles. From free-to-play mobile games to downloadable console titles, Side-Kick has the ability and track record to deliver quality titles on a wide range of devices and platforms.						
Simplay Gaming	Technology & Supporting services	Midcore/ Hardcore	2017	www.simplay.io	Bootstrapped	
Simplay Gaming offers an innovative, cloud-based gaming PC that lives in the cloud and allows gamers to play any game on any device at top graphic settings. Simplay's personal virtual gaming PC delivers affordable, on-par performance to local devices, supporting any game and accessible from any device. Simplay's goal is to provide a high-quality cloud-gaming product designed specifically to meet the exacting needs of gamers and offering a real alternative to expensive local hardware.						
Six Degrees Space	Technology & Supporting services	AR/VR/MR	2016	www.sixdof.space	Seed	
Six Degrees Space Ltd (aka SixdofSpace) offers high-speed tracking technology with the potential to eliminate the user nausea that is currently one of the biggest barriers to widespread market penetration of VR/AR/MR technology. The company is currently developing a high-accuracy, high-speed, inside-out optical rotation sensor for VR applications. By locking onto room-illumination features, the sensor provides a drift-free bearing output with true submillisecond latency.						
SoundGym	Game Development	Meaningful	2015	www.soundgym.co	Bootstrapped	
SoundGym trains music producers and sound engineers to detect subtle sound nuances, develop professional listening skills, and make better and faster decisions in the studio. The company's entertaining sound games are designed to help members enhance their listening abilities in the areas of frequency detection, compression, coloration, gain difference detection, spatial impression, and more. Each game is focused on improving a specific skill to deliver a comprehensive and effective learning experience with measurable results. In addition, SoundGym enables members to track statistics and progress, follow friends, compare scores with others, achieve goals, win awards, and get special prizes.						
SounDoodle	Game Development	Meaningful	2016	www.soundoodle.it/	Bootstrapped	
SounDoodle is a musical paintbrush mobile app where users can draw sounds, create and share musical moments with their friends, and explore color, shape, and sound. The SounDoodle app is based on synesthesia, the phenomenon of cross-wired senses where people can smell colors, colorfully visualize numbers and letters, or even hear shapes. SounDoodle won first prize at Wacom's Connected Ink event at CES 2017.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
SpartoniX	Game Development	Social/Casual	2014	www.spartonix.com	Seed	
	Spartonix is a mobile game development company founded by a team of MAMRAM (IDF elite technology unit) graduates. Spartonix is a subsidiary company of Round Robin Ltd.					
Sphoonx	Game Development	Educational	2014	www.sphoonx.com	Bootstrapped	
	Sphoonx creates and publishes educational mobile apps for elementary school children.The company has developed an app that helps children learn and improve their handwriting by providing instruction for spelling and using cursive writing. Sphoonx also uses word illustration and tracing letters and words as a practice method. Its digits and numbers tracing game includes 15 levels, each emphasizing accuracy, smoothness, and speed. These aspects are then evaluated and children receive feedback.					
SpikySnail	Game Development	Social/Casual	2010	www.spikysnail.com	Revenue Financed	
	SpikySnail Games is an independent game development studio. The company has developed Super Splatters, a game based on throwing "Splatters" across the stage, blowing them up to ignite the most impressive series of explosions possible. With elastic, suicidal blobs and liquid physics that affect the way users play, Super Splatters aims to deliver fresh gameplay with a lot of tricks to explore.					
Stream Elements	Technology & Supporting services	Midcore/Hardcore	2016	streamelements.com	Seed	
	StreamElements is a platform for growing and monetizing gaming audiences. StreamElements helps prevent users from losing their overlays and offers a new standard for stream alerts. The cloud-based overlay manager has many features and widgets to make users' streams smooth.					
Suncrash	Game Development	Midcore/Hardcore	2015	www.suncrash.com	Bootstrapped	
	Suncrash is an indie game developer. They created the game 'Judgment: Apocalypse Survival Simulation'. Judgement is an urban legend themed colony simulation game with tactical combat.					
Sunset Games	Game Development	Social/Casual	2012	www.sunsetgames.com	Bootstrapped	
	Sunset Games creates social, real-time action games. Sunset Games technology brings real-time action flash games to Facebook and enables players to enjoy the rush of playing together in real time through their browsers in ways that were once reserved only for more sophisticated consoles or arcades.					
Superb Reality	Technology & Supporting services	AR/VR/MR	2015	www.superbreality.com	Seed	$0.55M
	Superb Reality develops computer-vision solutions that make virtual-reality and augmented-reality experiences more natural and enjoyable. Superb Reality integrates machine learning, low- and high-level computer-vision algorithms, imaging-optics, 3D, and light field technologies into VR and AR devices. The company's Superb Middleware is a sofware SDK that turns any standard RGB camera in AR/VR devices into a hand motion and gesture control input, using software only.					

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
TabTale	Game Development	Children	2010	www.tabtale.com	B	$13.5M
TabTale is a mobile-game developer with a portfolio that includes both original and licensed properties. TabTale has been recognized as a Top 10 Mobile Games Publisher by AppAnnie, and the company's apps have been downloaded more than 1 billion times.						
Tacticsoft	Game Development	Midcore/ Hardcore	2006	www.tacticsoft.net	Seed	$1M
Tacticsoft is an independent game development studio dedicated to the creation of a new generation of high-quality games. Tactisoft specializes in mid-core MMO (Massively Multiplayer Online) game titles. The company's mission is to create a new genre known as Life Accompanying Games. Tacticsoft's main games, BattleDawn and SuperMechs, have been live for several years, played by millions of users and have generated millions of dollars in revenue to date.						
TapOnIt	Game Development	Social/Casual	2016	www.tapon.it	Bootstrapped	
TapOnIt is a mobile RPG game studio established in late 2016. The company's team is equipped to create any title on any platform, with everything developed in-house, including animation, art, sound, business development, marketing, social media, and more. TapOnIt is building a portfolio of unique, casual RPG games with a projected lifespan of four to five months between development and art to beta and launch, giving time to seek out publishers and investors in order to scale up rapidly.						
Tavern : Game Consulting & Studio	Game Development	Children	2010	www. baznat.wixsite. com/tavernconsulting		
Tavern offers various top quality services for game developers, such as game development outsourcing, Game art, project management, architecture planning, game design & narrative, marketing consulting, monetization mentoring and more. The company has been involved with over 40 projects and clients, serving game developers, designers, startups, educational game creators governmental institutes and many more.						
The Brute Squad	Indie		2017	www.pinterest.com/ thebrutesquad	Bootstrapped	
The Brute Squad is a game production studio sharing emotional experiences by creating games. The company's first game 'The Brute Squad' ,is an action-like game mixed with other surprising genres.						
TheGamers.TV	Game Development	Educational	2009	www.TheGamers.TV	Revenue Financed	
We are a full service agency located in the heart of Tel Aviv. We create stunning videos, vibrant games, outstanding films and help bring creative concepts to life. Games give your customers an immersive experience, putting them in control. The possibilities of a promotional game are endless!						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Timocco	Game Development	Meaningful	2009	www.timocco.com	Seed	
Timocco offers a gaming platform to help children exercise their motor and cognitive skills through noncompetitive, therapeutic, virtual motion games. Timocco games are designed to develop a child's abilities across a range of disorders, including ADHD, autism, cerebral palsy, DCD, dyspraxia, and learning disabilities, as well as during physical trauma rehabilitation. The Timocco experience provides a safe, educational, and empowering gaming environment for children and a platform that encourages coping with everyday difficulties, such as physical or cognitive dysfunctions. The activities are played using body movements, which are tracked using Timocco's software and tracking controllers.						
TinyHands	Game Development	Children	2012	www.tinyhandsapps.com	Bootstrapped	
TinyHands is a game-development studio focused on creating high-quality didactic games for toddlers. The company's games are designed to create a safe environment for children to play and to encourage bonding between children and parents through joint playtime. All of Tiny Hands' products are designed and developed in cooperation with certified child psychologists and experienced educators.						
TinyTap	Platform	Educational	2012	www.tinytap.it	A	$3.05M
TinyTap is a free mobile platform for making, sharing, and playing educational games. With simple interactive tools such as Q&A, readings, soundboards, and puzzles, anyone can create games to teach and learn anything. TinyTaps market is a growing social platform that offers games created by educators, experts, and publishers worldwide.						
To-Be Education	Platform	Educational	2012	www.to-be-education.com	Seed	
To-Be Education is a platform that allows teachers and students to upload content to be transformed into dilemma-based learning games. The company's technology enables networking with others using the same game, thus developing global learning communities. To-Be's platform is culture-, language-, and content-agnostic, and so can absorb every curriculum posted by content experts worldwide. The students' actions are scored on many levels, providing data on their educational experience and performance.						
Total-Viz	Game Development	AR/VR/MR	2011	www.totalviz.com	Bootstrapped	
Total-Viz is a developer of cross-platform games, apps, and programs. Total-Viz works with a variety of new technologies, including 3D sensors such as Kinect, virtual-reality headsets, and image processing with webcams. The company's primary tool is the Unity3D engine.						
Toya	Game Development	Meaningful	2015	www.toyaplay.org	Seed	$0.75M
Toya is developing multilayer games on a Minecraft platform designed to meet the diverse needs of girls. The playful learning experience enables girls to become the heroes while revealing the life stories of exceptional women.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
TrekAce Technologies	Technology & Supporting services	AR/VR/MR	2015	www.trekace.com	Bootstrapped	
	TrekAce Technologies Ltd's patent-pending technologies give athletes, gamers, adventurers, and militaries wearable devices and applications that facilitate tactile communication. The company offers navigation and group-management apps, as well as a structured API for third-party developers. The API enables them to implement tactile functionalities in their app UXs, making apps relevant and applicable to fields they presently fail to address (e.g. gaming, biometrics, navigation, sports performance, messaging, C2). TrekAce's six-pointed wriststrap navigator directs the wearer in real time, by vibration and sound notifications. It includes a screen that displays various metrics, such as temperature, direction, speed, and more.					
Triventy	Platform	Educational	2015	www.triventy.com	Bootstrapped	
	Triventy is a collaborative, game-based learning platform that enables teachers and students to co-author and take quizzes and surveys in class. Students participate in the game using their smartphones, with no prior installation needed, while the teacher runs the game on a large screen just as she or he would run a presentation.					
TROPHiT	Technology & Supporting services	Social/Casual	2012	www.trophit.com	Seed	$1M
	TROPHiT provides a virtual-item marketing ecosystem for mobile games. Its solution boosts UA performance by allowing mobile game publishers and developers to distribute vouchers for any of their in-game items through existing networks, such as ad networks, DSPs, and RTB exchanges. TROPHiT's technology turns every virtual item in a mobile game into a marketable unit which advertisers can distribute to gamers everywhere. The virtual items can be anything games have to offer, including free coins, unlocked levels, magic weapons, and more. The sense of added value that each user experiences results in a positive impact on session length, retention, and other metrics.					
Umoove	Technology & Supporting services	Meaningful	2010	www.umoove.me	A	$2.75M
	Umoove has developed face- and eye-tracking software designed for any mobile device, with no additional hardware needed. Through the use of a downloaded app, users can make any device capable of seeing them and looking them in the eye. The company's technology opens new possibilities in many markets (e.g. gaming, advertising, sports, wearable AR/VR, etc.), but particularly in the field of healthcare, where tracking the user's eyes provides a window into analyzing brain activity. In addition to the core technology, Umoove has developed an interpretation layer that turns face and eye movements into an interactive language capable of providing valuable data. Umoove is focused on driving its own in house product, uHealth, an eye tracking based therapy app, for tracking and improving attention and focus.					
Upopa Games	Game Development	Social/Casual	2013	www.upopa.com	Bootstrapped	
	Upopa Games is a Mobile Game Studio. Its flagship game is 'Hopeless: The Dark Cave'. Upopa was acquired in 2014 by Ironsource and became its games development division					

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
Veedi	Technology & Supporting services	Sports & Other	2014	www.veedi.com		
Veedi provides custom high quality walkthrough, tutorial and guideline services for users, gaming sites, developers and companies. Veedi, supports the streaming of thousands of walkthrough videos on a particular site, facilitating increased interaction.						
VRHealth	Game Development	AR/VR/MR	2016	www.vrphysio.com	Seed	$1.93M
VRHealth develops medical solutions using virtual reality environments to deliver real-time data analytics that benefit patients, clinicians, and other healthcare professionals, at clinics and at home. The company develops products for physical therapy, psychology, cognitive rehabilitation, pain management, and coordination disorders. VRHealth's flagship product, VRPhysio, is a virtual reality rehabilitation platform that gamifies physical therapy, making it both fun and easy to monitor. VRPHYSIO's virtual reality games and interactive guides monitor patients through their prescribed rehab or preventive exercises, measure their progress, and provide a report to their physical therapist.						
WakingApp Realities	Technology & Supporting services	AR/VR/MR	2013	www.wakingapp.com	C+	$7.8M
WakingApp Realities offers a mobile-optimized 3D-rendering engine for enterprises and SMBs. The engine is based on the company's patent-pending AR, IR, and EnTiTi technology. It enables companies to create, distribute, and view 3D, VR, or AR content, regardless of coding skills.						
Wandering	Game Development	Meaningful	2012	experien.city/ cityportal/#/portals/ wandering/site	Bootstrapped	
Wandering is developing location-based learning products based on an innovative platform that creates a layer of interactive content for end users on their mobile devices. The content is displayed in the form of games, signs, experiments, routes, and displays, and transforms the user's mobile device into a social hub, connecting people through shared experiences.						
Wave Interactive Games Studio	Game Development	Midcore/ Hardcore	2012	www.wave-interactive-studio.com		
Wave Interactive Games is an independent video game studio. The company aims to produce original and professional video games for PC and OUYA. Their debut title is 'BUCK' a story-driven, 2D action adventure game with player driven dialogues, weapon customization and fast-paced combat.						
Webee World	Game Development	Educational	2010	il.webee-world.com	Revenue Financed	
Webee World offers educational solutions designed to help children work on over 20 different developmental skills. The company's cross-platform, online system aims to enable all children to achieve their full potential through technology-based platforms, content, and toys. Webee World is a product of Jumboard Ltd, a developer of educational entertainment for children aged 1 to 5. Jumboard's educational solutions also appeal to parents and extended family, providing personalized feedback on the child's learning progress and offering additional product recommendations.						

Mapping Israel's Video Games Companies

Company Name	General Category	Subcategory	Founded	Website	Funding	Amount raised
WindAvir	Indie		2015	www.windavir.com	Revenue Financed	
WindAvir is an indie game studio. The company developed 'INUNAV', an adventure platformer which aims to be a part of a bigger MMO garden growing platform.						
Woobi	Technology & Supporting services mes	Casual/ Social	2009	www.woobi.com	Revenue Financed	
Woobi specializes in the development of custom, scalable, native advertising solutions for web, social, and mobile games. The company provides a wide variety of game-monetization products and services. Woobi's advertising solutions are based on dynamic mindset advertising (DMA) technology, which focuses primarily on identifying the optimal mindset within each user's gameplay in order to display the right ad content. Woobi's technology offers user-focused in-game advertising solutions based on a combination of user profiling, machine-learning identification, and real-time optimization per user preferences and mindset within the game.						
WriteRight	Game Development	Educational	2013	www.appy2write.com	Bootstrapped	
WriteRight has developed a virtual playground that utilizes gamification techniques and adaptive learning to help kids perfect their literacy skills. While the students enjoy playing the game, the system analyzes their performance and reports their progress to the teacher or parent.						
Yingele	Game Development	Educational	2015	www.yingele.com	Bootstrapped	
Yingele creates early-childhood apps that provide quality educational materials designed to draw children in and make learning fun. The company's flagship product, Counting Parrots, provides a basic math learning experience for children aged 3 to 7. It teaches skills from counting to addition assisted by fun, colorful parrots. All Yingele products are based on educational and psychological research on the acquisition and development of language and numerical skills.						
Zengaming	Platform	Midcore/ Hardcore	2015	www.zengaming.co	Seed	$2.8M
Zengaming is a global eSports network and arena where players can connect with friends, other eSports players, teams, sponsors, and professionals. On Zengaming, players can create their own teams, join an existing team, or even get recruited. Zengaming also allows players to build their network, improve their skills, and compete in real time for prizes and fame.						

For more information regarding Israeli Video Games companies please see:
https://finder.startupnationcentral.org/ & bit.ly/sekerchevrot2015

Deloitte.

www.deloitte.co.il