

SuperGaming raises \$1.3M seed to build the party hub for casual gamers

- Japanese investors, Dream Incubator, AET Fund (the venture arm of Akatsuki) and early-stage investor, Better Capital invested in this round
- Funds to be used to launch a social platform for casual gamers, to offer wide genre of casual, social and party games under one platform
- Plans to enter international market in the next 12 months

Pune, November 12, 2019: SuperGaming, a party hub for casual gamers, today announced that it has raised \$1.3M in seed funding from Dream Incubator, AET Fund (the venture arm of Akatsuki) and India's Better Capital, an early-stage investor. The firm plans to use the funds to build its social platform, partner with other popular games and expand its team.

Talking about SuperGaming and the funding, Roby John, co-founder and CEO of SuperGaming said "Games like Fortnite are becoming the new social network. They are a much more fun and authentic way of hanging out with friends than commenting on photos. However, the problem with large scale games is that they are restricted to a more hardcore gaming audience, typically the young male demographic. What we are building is a party hub around casual games, which are played by a much larger audience to the tune of billions. The seed funding comes at an opportune time for us and will enable us to build a new casual gaming experience for leading metros in India."

The online gaming market in India is reaching a new pinnacle. According to a study by KPMG and Google, the industry is expected to become a USD one billion opportunity by 2021. SuperGaming's vision is to offer a complete social experience of a game night. Individuals along with their friends can play casual, social and party games, banter with them, become cheerleaders and watch tournaments, and share moments and highlights. It aims to be a fun place for both boys and girls. "Most gaming platforms are built for the young male audience and end up becoming a toxic place for girls. By having a wide genre of games and being very conscious about how we build SuperGaming, we want to make a fun place for girls to hang out as well," added Roby. The firm is currently targeting customers from Tier 1 markets and plans to go international next year.

Founded in 2019, the founding team at SuperGaming - Roby John, Navneet Waraich and Sanket Nadhani, boasts of a rich pedigree in gaming and product development. Roby and Navneet worked together for 17 years in June Gaming, a company that was previously founded by Roby. While, Sanket headed new products at Wingify and marketing at FusionCharts earlier. The platform that is being built out is from the founding team's over two decades of combined learnings of the gaming industry.

Munehiko Eto, MD of Dream Incubator (DI) India said, “We have evaluated over 100 gaming startups in India and SuperGaming is the best team we have seen. Ability to create a high-quality game, and not just marketing, is the key to success in the gaming industry. With a track record of 100+ global quality games with 150 million+ installs, we believe they are best placed to capture the market. We look forward to supporting their entry into South-east Asia market and business development together with the Japanese entertainment industry.”

About

About SuperGaming and its founders

SuperGaming is a social gaming platform for casual games. Established in 2019, it is headquartered in Singapore with a development office in Pune. SuperGaming is founded by Roby John, Navneet Waraich and Sanket Nadhani. Roby was previously the co-founder and CEO of June Gaming, a game developer with over 150 million installs with games like MaskGun and Ninjump Dash and TapToLearn, a YC-backed educational games startup. Navneet was the CTO of June Gaming. Roby and him have worked together for over 17 years. Sanket headed new products at Wingify and marketing at FusionCharts earlier.

Learn more at <https://supergaming.com>

About Dream Incubator

Dream Incubator (DI), “the Business Producing Company”, is a venture capital firm that invests in and cultivates startups willing to change the world. Since its founding in 2000, DI has made 170 investments across 8 countries, 28 of which have gone public. In India, DI has made 20 investments in healthcare, finance, media & entertainment and mobility sectors. Leveraging its strategy consulting expertise and extensive industry network, DI actively supports its investees’ business development in Japan and Southeast Asia.

See more at: <https://www.dreamincubator.com/in/>

About AET Fund

Akatsuki Entertainment Technology (AET) Fund is a venture capital fund investing in companies that drive happiness across a variety of categories in a heart-driven world. Established in 2017, AET Fund is the Corporate VC arm of Japanese entertainment, gaming, and live experience giant Akatsuki. Focusing on early-stage content, media, and entertainment startups, AET Fund is primarily investing in India and US markets. Tapping into their deep-rooted operational expertise, in addition to providing capital, the firm provides portfolio companies with the strategic guidance necessary to differentiate, grow, and scale their businesses in competitive industries.

To learn more, please visit <https://aet.fund/>

About Better Capital

Better Capital is a pre-seed and seed-stage venture firm that invests in category-defining businesses across sectors. Better partners with mission-oriented founders and invests with deep conviction based on our global experience in building ideas from the ground up. Better has assembled a stellar portfolio of companies in India and the United States including Rupeek, Open, Khatabook, Bon, Shop Kirana, Textbook, Yulu, Clarisights, Gramophone, Jai Kisan, LeanAgri, Inito & many other notable companies.

Learn more about Better Capital at www.betterlabs.net/better-capital/ and follow our founder Vaibhav Domkundwar on LinkedIn here www.linkedin.com/in/better.