ALOCAI

GAME LOCALIZATION MADE EASY.
For the industry. By the industry.

OUR VISION

Democratizing game localization through AI to deliver **superior gaming content** across the globe in one click!

To continue our journey, we are raising **€1m in seed capital** to commercialize and further develop Alocai.

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WHAT IS GAME LOCALIZATION?

Translation:
Straightforward language conversion

Localization:
Altering a product so it suits a specific country, culture or region

Goes beyond translation
Requires significant time and resources

Example: Wolfenstein: The New Order

The representation of swastikas is illegal (or strongly regulated unless for scholarly purposes) in Germany.

MachineGames and Bethesda had to adapt their graphics because the symbol was used throughout the game. Some terms also had to be modified (the "Regime").

WHY GAME LOCALIZATION?

Maximize Game Revenue

Sales increase when the game is localized

7 of the 10 largest markets are non-English speaking countries

Localizing games helps to gain traction and revenue

	Country	Region	Population	Internet Pop.	Revenues (USD)
1.	China	Asia-Pacific	1,439.3M	907.5M	$40,854M
2.	United States	North America	331.0M	283.9M	$36,921M
3.	Japan	Asia-Pacific	126.5M	101.5M	$18,683M
4.	South Korea	Asia-Pacific	51.3M	48.2M	$6,564M
5.	Germany	Europe	83.8M	75.5M	$5,965M
6.	United Kingdom	Europe	67.9M	61.8M	$5,511M
7.	France	Europe	65.3M	58.2M	$3,987M
8.	Canada	North America	37.7M	33.7M	$3,051M
9.	Italy	Europe	60.5M	52.7M	$2,661M
10.	Spain	Europe	46.8M	40.8M	$2,656M

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THE GAMING MARKET IS BOOMING

TOTAL MARKET

$177B

- Video games are a global growth market – 20% revenue growth during COVID

- Console Super Cycle (high growth cycle for 2021-2025)

- Forecast to be worth $295B by 2026

LOCALIZATION

$1.8B

- Game localization benefits from the growth of the video game market

- Content is king, game-as-a-service, e-sport, MMO, mobile, hyper-casual games: all require continuous streams of localized content

- 51% of games require a weekly update

- Content needs to get to market faster

- Forecast to be worth $2.95B by 2026

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WHY NOW?

The industry is shifting to a continuous content subscription-based model.

Fast-tracked distribution across global markets is essential.

Alocai is a central platform that reduces inefficiencies through AI technologies.

First-mover advantage in the gaming market with our AI models trained on 7 years of high-quality gaming data.

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WE UNDERSTAND THE UNIQUE CHALLENGES OF GAME LOCALIZATION

Complex processes

Despite the video game industry operating at the frontier of technological capability, video game localization has hardly changed in the past decade.

Continuous content

Gaming content increasingly requires faster turnaround times with continuous localization efforts (GaaS, MMOs, e-sports).

51% of games require an update on a weekly basis.

High costs

Localizing games is time consuming and expensive.

There is limited automation.

High costs exclude smaller companies.

No AI Specific Software

No software has been developed for the game localization, no central hub or standardization.

Artificial Intelligence is underutilised or a poor fit.

Limited analytics

There is limited information about the return of investment in localization.

Poor data management.

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AND WE BUILT ALOCAI TO SOLVE THEM

## €2,3m in funding including Horizon 2020 grant

Year	Milestones Delivered
2017	• Ideation • Product roadmap • Viability
2018	• Rapid Prototyping • Dedicated Development Team
2019	• MVP • Product Team onboarded • Q&A Feature Live
2020	• User Research • Internal Testing • Development
H1 - 2021	• Live • Marketing • Development
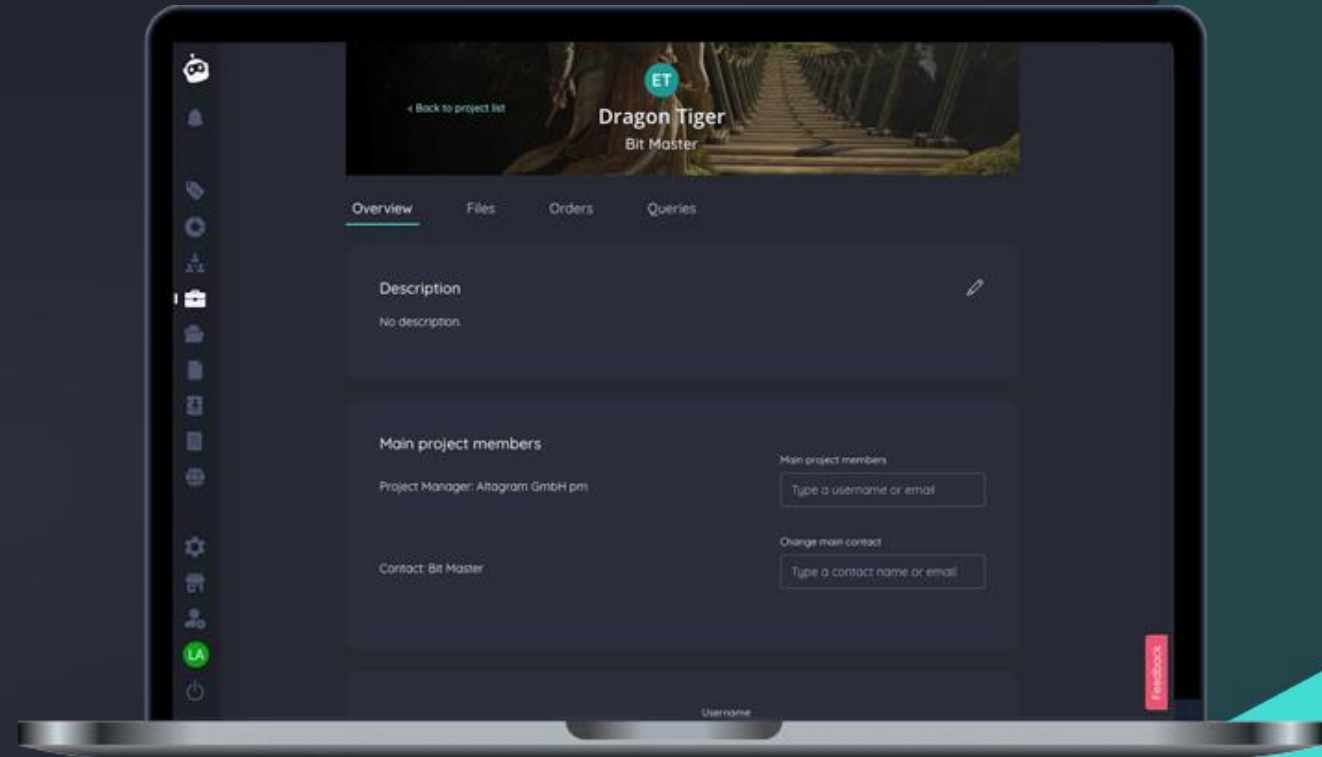
This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No.849628

ALOCAI GIVES CUSTOMERS WHAT THEY WANT
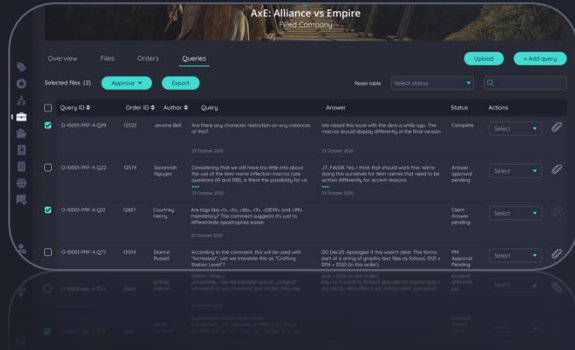
All-in-one platform

Secure, easy to manage with everything in one single platform.

PM, invoice management, analytics, marketplace, AI usage.
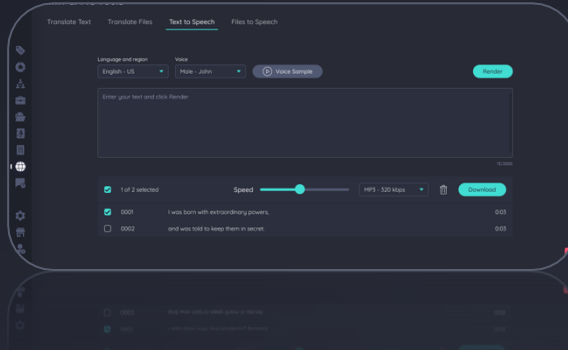
Faster delivery

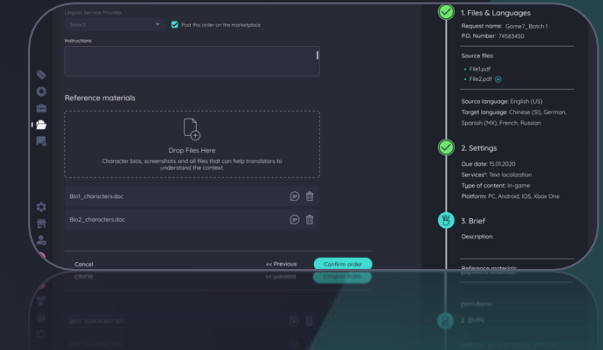Localization specific project management tool ensures higher efficiency.

AI and workflow automation, in the 3 main services in game localization: Text, speech to text and AI Vision (LQA).

Reduced costs

Up to 70% saving on project cost without quality loss.

Machine translation engine trained on over 250m gaming-specific terms reduces translation costs

Higher quality

Maximize human efficiency and creativity.

Ensure that the focus is on the most important work to create maximum value.

UNRIVALLED INSIGHT INTO LOCALIZATION

DASHBOARD AND ANALYTICS

Customizable analytics dashboard provides an overview of localization activities.

LIVE

All data is sample data and does not represent actual clients or requests.

CONTINUOUS GAME LOCALIZATION

LIVE

ORDER MANAGEMENT SYSTEM

Instant quote generation and a streamlined order process.

< Return to orders list

New Order - Brief

Linguist Service Provider

Select ▼   ☑ Post this order on the marketplace

Instructions

Reference materials

Drop Files Here
Character bios, screenshots and all files that can help translators to understand the context.

Bio1_characters.doc

Bio2_characters.doc

Cancel   << Previous   Confirm order

GD

1. Files & Languages
Request name: Game7_Batch 1
P.O. Number: 74583450

Source files:
• File1.pdf
• File2.pdf

Source language: English (US)
Target language: Chinese (SI), German, Spanish (MX), French, Russian

2. Settings
Due date: 15.01.2020
Services*: Text localization
Type of content: In-game
Platform: PC, Android, IOS, Xbox One

3. Brief
Description:

Reference materials:
• File1.pdf (with notes)
• File2.pdf

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AND AI DESIGNED FOR GAMING

LIVE

NEURAL MACHINE TRANSLATION

Trained on over 250m professionally translated gaming terms with game localization specific features like placeholders and excel file format support. API Integrations with MemoQ and other NMT aggregators.

NMT & TTS Tools

Translate Text   Translate Files   Text to Speech   Files to Speech

Source language
English

Target language
Select target language

Enter text

Translation

0/500

0/500

Translate

Feedback

PM

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OUR CUSTOMERS

Alocai is helping some of the world's best gaming companies master their approach to global content by using some of the Alocai features.

WE ARE ALREADY WINNING AWARDS!

"I would have loved to have something like that for my first project with you. To have everything centralized helps not to get overwhelmed."

Stephen Prigent
Producer, Quantic Dream

"We have already automation… but for everyone to have everything in one place is super great feature."

Slava Erofeev
CEO, The Most Game

"Alocai is addressing what we had in mind for the future of localization."

Nicolas Soufflet
Director of Strategic Partnerships & Sourcing, Skydance

"It is more user friendly than other localization providers and easier than MemoQ."

Laura Mazgai
Producer, Fifth Planet

WINNER 2021

WINNER

think global awards

TECHNOLOGY

FINALIST 2021

FEMALE FOUNDER CHALLENGE

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COMPETITIVE LANDSCAPE

Quality of game localization

ALTAGRAM

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Keywords STUDIOS

LIONBRIDGE

TRANSPERFECT

LOCALIZE DIRECT

OneSky
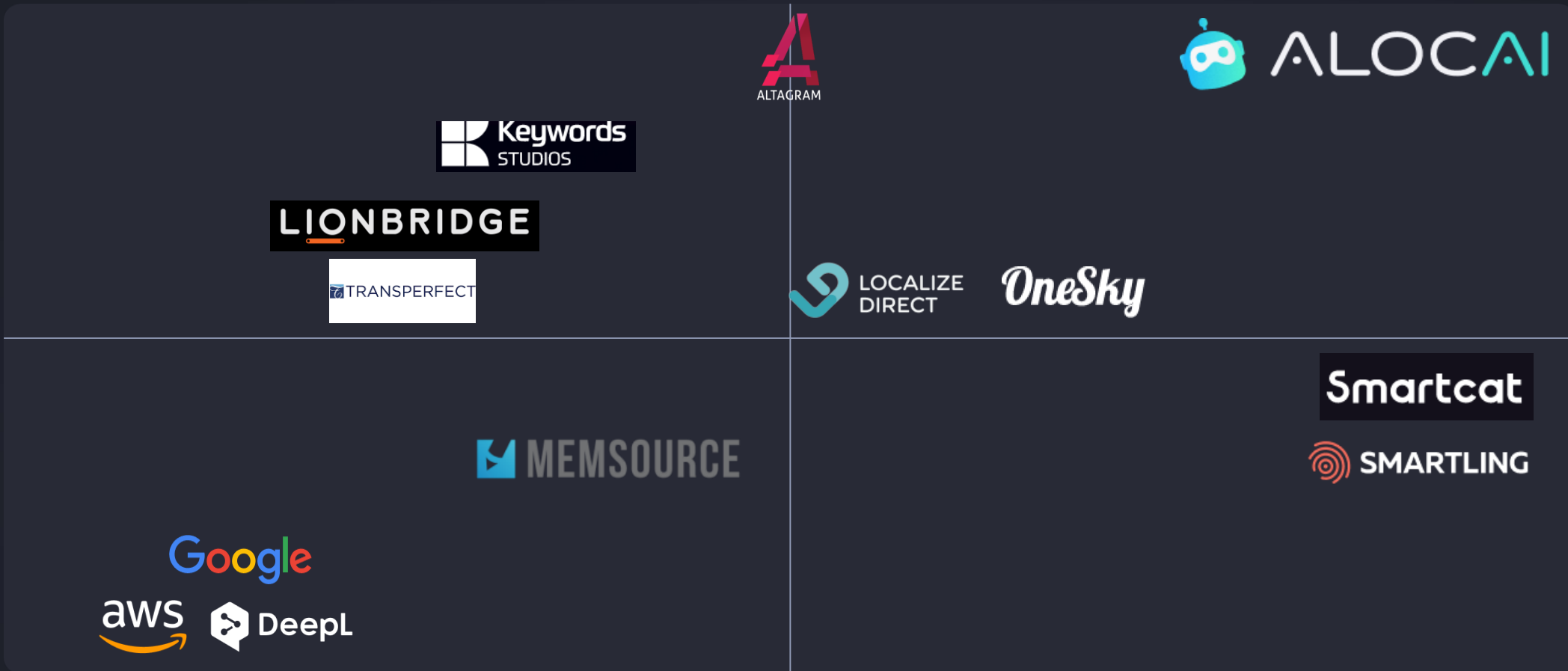
Speed of translation management service

Smartcat

MEMSOURCE

SMARTLING

Google

aws   DeepL

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Alocai has built the first all-in-one game localization platform to manage the end-to-end localization process delivering both quality and speed

TEXT LOCALIZATION BUSINESS MODEL

OLD

Total: €130,000

Developer requests project

Agency distributes work
Agency Fee: €35,000

Total: €95,000

Translator
Editor
Proof-reader
Total: €95,000

NEW

Total: €130,000

Developer requests project

AI Technology reduces translation work
Alocai Fee: €80,000

Total: €50,000

Editor
Proof-reader
Total: €50,000

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16
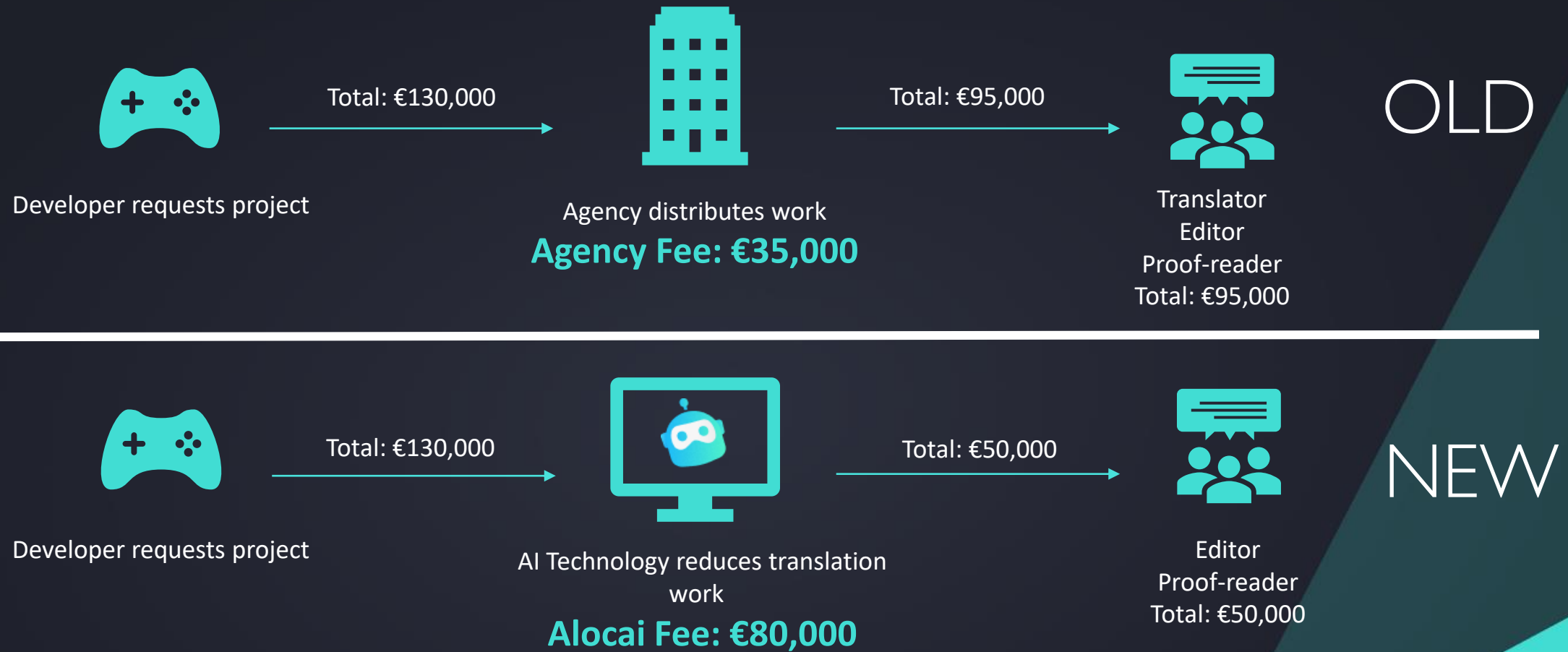
PRICING MODEL

	Unit	Pricing
SaaS	Per month	€0-299
Localization	Per Word	€0.12-0.17
NMT API	Per Million Characters	€100
Marketplace (2022)	Transaction Fee	9%
AI Vision AI Speech (2022)	Per Unit	€0-449

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KEY LEADERSHIP TEAM

Marie Amigues
CEO

15+ years in game localization as a CEO.

Built a renowned group in game localization with offices in Berlin, Seoul and Montreal in less than 7 years.

LinkedIn

Frank Dufour
CFO

20+ years as Group CFO in Tech companies in LBO context.

LinkedIn

Tim Koch-Grünberg
Tech Lead

10+ years of experience building products. He holds degrees in Information and Communication Technology and Interactive Multimedia.

LinkedIn

Nathan Sölbrandt
Business Development

10+ Years consulting and start-up experience.

Experience carving out a technology business.

LinkedIn

Nitesh Pandey
AI Researcher

MSc Computer Science with a specialization in Natural Language Processing with Deep Learning.

LinkedIn

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MARIE AMIGUES

"We know the industry is ripe for disruption through these technologies. As a localization agency, we can wait for the disruption - or we can create it. I know what I would rather do and that is why we have created Alocai"

Marie Amigues, CEO

Marie has been actively involved in the multilingual localization industry for more than 15 years. With an entrepreneurial spirit, Marie founded her first localization company in 2006 (Anakan GmbH since acquired by Lionbridge).

In 2013, she founded Altagram GmbH specializing in high quality multilingual video game localization. She is focused on continuously enhancing innovative methods in the localization process, using state-of-the art technology solutions. Altagram and Marie have received several rewards: in 2017, Top 10 Women Entrepreneur in the game industry from Games Wirtschaft (article) and more recently, Top 10 Female Founders in Germany by Startbase (article). Altagram was awarded "Best for Employee Well Being" by the Bela awards in 2018.

In 2021, she created Alocai – the future of localization and a spin-out of the larger Altagram group.

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Thank you

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