December 6 Streams

10:00 - 10:30 **A Framework for Valuing a Mobile Gaming Studio**
Martin Macmillan
CEO, Pollen VC

10:40 - 11:10 **Murphy's Law & Multiplayer Games**
Vincent Archambault
Chief Strategy Officer, Edgegap

11:20 - 11:50 **How to Get Your Idea Funded: A Step by Step Guide**
Victoria Beliaeva
Head of Business Development & PR, AppQuantum

12:00 - 12:30 **When Things Go Wrong: 3 Questions Our Ad Team Uses to Evolve a Disappointing Outcome into a Long-term Asset**
Matt Sharpe
Creative Director, Advertising, Zynga

12:40 - 13:10 **Building Cross-Play 101**
Raymond Arifianto
VP of Technology, AccelByte

13:20 - 13:50 **Game of Funds: The Real Process of Securing Funding and Landing a Publisher or Investor**
Justin Berenbaum
VP Strategic Planning / GM, Xsolla / Xsolla Funding Club

14:00 - 14:10 **GRAND CONTEST - Results**

14:10 - 18:00 **Meetings and Networking!**