



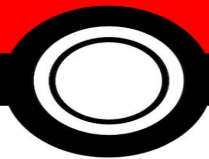
...a case study in failure



Pokemon History

- Born from bug collecting
- Spawned dozens of games, cartoons, comics, toys and collectibles
- Second largest Nintendo IP





Niantic's Impressive History



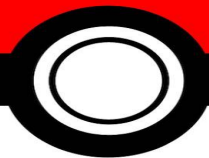
Thanks to the folks working on these projects we have over a decade worth of gathered geo location data that has spawned impressive 3-D models, maps, and interactive tools to allow us to traverse the world we live in!



ALL THE GEO LOCATION DATA



NIANTIC



A little about Pokemon Go



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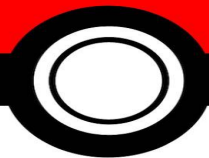
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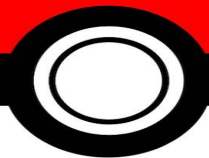


- Travel the real world in search of virtual monsters
- Collect, Train, and Battle your virtual companions
- Explore new places right outside your back door
- Meet new people working towards the goals



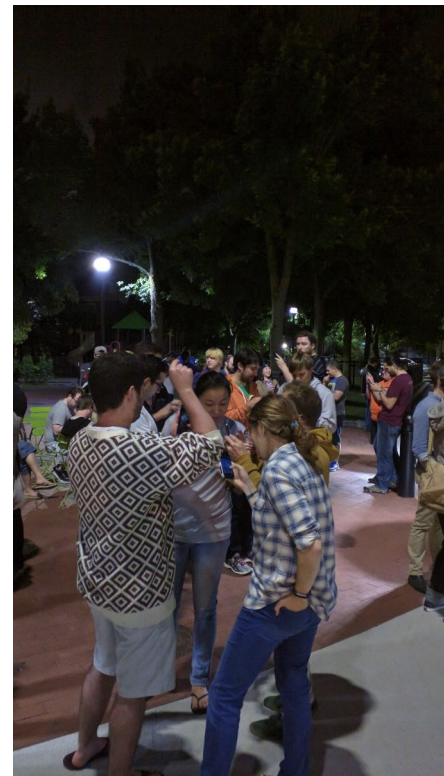
Timeline of PoGo

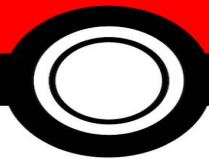
- September 2015 Niantic given a boat load of money
- Mar. 2016 Japan gets first beta access
- June 15, 2016 Pokemon company strong arms Niantic
- June 30, 2016 Beta closed in all regions
- July 5, 2016 App released to Australia and New Zealand
- July 7, 2016 App released to US
- July 13, 2016 Day the world broke...



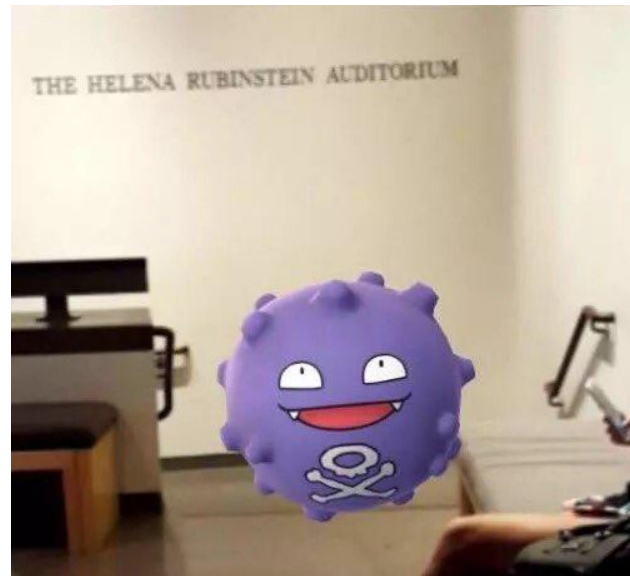
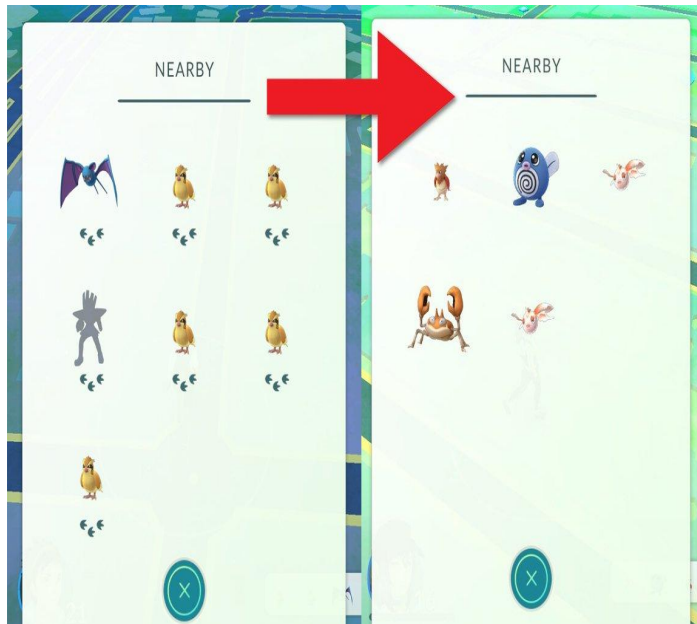
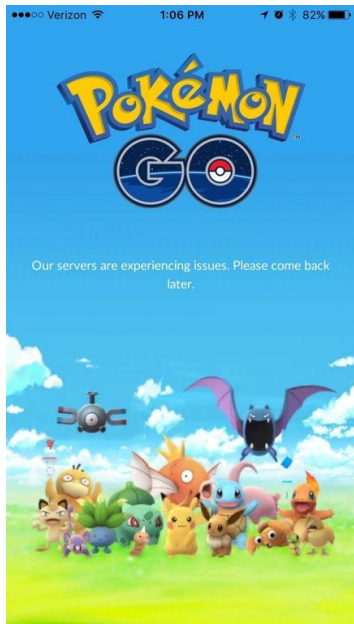
Pros of PoGo

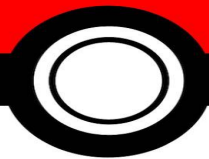
- Exercise
- Socialize
- Freemium actually free





Issues with PoGo





Proposed Fixes

- Allow for community fixes
- Better customer support
- *Trading
- *Battling
- MORE TESTING!!!

