

Appendix B

Questionnaire for Investors and VCs in the Gaming Industry in India

We appreciate your participation in our research study, which focuses on understanding the perspectives of investors and venture capitalists regarding gaming startups in India. Your insights are crucial in unraveling the dynamics of investments, strategies, and challenges within the gaming industry.

This questionnaire aims to delve into your experiences, preferences, and criteria when it comes to investing in gaming startups. Your valuable input will not only contribute to the depth of our case study but also provide meaningful insights for both investors and gaming entrepreneurs in navigating this dynamic landscape.

Please respond candidly to the following questions, drawing from your wealth of experience in the investment and venture capital sector.

Thank you for your time and valuable contributions.

Demographics and Firm Information:

1. a. Name of the Investment Firm/VC:

2. b. Your Position within the Firm:

3. c. Number of Years in Investment/VC Sector:

4. d. Focus Areas of Investment (e.g., gaming, tech, etc.):

Investment Portfolio and Perception of the Gaming Industry

5. a. How diversified is your current investment portfolio, especially in the gaming sector?

Mark only one oval.

- Highly diversified
- Moderately diversified
- Limited diversification

6. b. How do you perceive the current state and potential of the gaming industry in India?

Mark only one oval.

- High growth potential
- Moderate growth potential
- Limited growth potential

Investment Criteria and Unicorn Potential:

7. a. What specific criteria do you prioritize when considering investment opportunities in gaming startups?

Mark only one oval.

- Market potential and growth prospects
- Quality of game development team and talent
- Innovation and uniqueness of game concepts
- Monetization strategy and revenue potential

8. b. How crucial is the potential for unicornization when evaluating gaming startup investment opportunities?

Mark only one oval.

- Extremely crucial
- Very crucial
- Moderately crucial
- Not crucial

Risk Appetite and VC-Gaming Ecosystem Collaboration:

9. a. On a scale of 1-5, where 1 is low risk appetite and 5 is high risk appetite, how would you rate your firm's risk appetite for investing in gaming startups?

Mark only one oval.

- Low risk appetite
- Moderately low risk appetite
- Neutral risk appetite
- Moderately high-risk appetite
- High risk appetite

10. b. To what extent do you believe collaboration between VCs and gaming startups contributes to industry growth?

Mark only one oval.

- Significant contribution to industry growth
- Moderate contribution to industry growth
- Neutral impact on industry growth
- Limited contribution to industry growth

Impact of Regulatory Environment and Preferred Gaming Segments:

11. a. How does the regulatory environment in India influence your investment decisions in the gaming sector?

Mark only one oval.

- Significant influence on investment decisions
- Moderate influence on investment decisions
- Neutral impact on investment decisions
- Limited influence on investment decisions

12. b. Are there specific segments within the gaming industry (e.g., mobile gaming, esports, AR/VR) that you find more attractive for investment?

Mark only one oval.

- Mobile gaming
- Esports
- AR/VR gaming
- Other

Exit Strategies and Post-Investment Involvement:

13. a. What exit strategies do you typically consider when investing in gaming startups?

Mark only one oval.

- Acquisition by a larger gaming company
- IPO (Initial Public Offering)
- Merger with another gaming company
- Other

14. b. Which of the followings best describe the level of post-investment involvement your firm typically engages in with gaming startups?

Mark only one oval.

- Active involvement in strategic decision-making and operations
- Providing guidance and mentorship to the startup team
- Limited involvement, allowing the startup autonomy
- Other

Co-Investment Trends and Tech Innovation:

15. a. How common is co-investment with other firms in the gaming sector within your investment strategy?

Mark only one oval.

- Very common
- Moderately common
- Occasional
- Rare

16. b. How important is technological innovation and product differentiation when evaluating gaming startups for investment?

Mark only one oval.

- Extremely important
- Very important
- Moderately important
- Slightly important
- V. Not important

Assessment of Management Teams and Monitoring Key Performance Indicators:

17. a. What qualities and characteristics do you look for in the management teams of gaming startups?

Mark only one oval.

- Strong leadership and vision
- Industry experience and expertise
- Innovation and adaptability
- Other

18. b. Which key performance indicators (KPIs) are most crucial for monitoring the success of your investments in gaming startups?

Mark only one oval.

- User acquisition and retention metrics
- Revenue and profit margins
- Engagement and player interaction metrics
- Other

Market Trends Influence and Gaming Industry Challenges:

19. a. How do emerging market trends influence your investment decisions in the gaming sector?

Mark only one oval.

- Strongly influence investment decisions
- Moderately influence investment decisions
- Neutral impact on investment decisions
- Limited influence on investment decisions

20. b. What challenges do you foresee in the Indian gaming industry, and how can investors address these challenges?

Mark only one oval.

- Regulatory hurdles and compliance issues
- Market saturation and competition
- Infrastructure and technological barriers
- Other

Long-Term vs. Short-Term Returns and Social Impact Considerations:

21. a. Do you prioritize long-term returns over short-term gains when investing in gaming startups?

Mark only one oval.

- Prioritize long-term returns
- Prioritize short-term gains
- Balance of both long-term and short-term goals

22. b. To what extent does your firm consider the social impact and responsibility of gaming startups in its investment decisions?

Mark only one oval.

- Strong consideration of social impact and responsibility
- Moderate consideration of social impact and responsibility
- Limited consideration of social impact and responsibility
- No consideration of social impact and responsibility

Evaluation of Financial Models and Evaluating Intellectual Property:

23. a. How thoroughly do you evaluate the financial models presented by gaming startups seeking investment?

Mark only one oval.

- Thoroughly evaluate financial models
- Evaluate financial models to a moderate extent
- Limited evaluation of financial models

24. b. How significant is the evaluation of intellectual property and proprietary technology in gaming startup investments?

Mark only one oval.

- Extremely significant
- Very significant
- Moderately significant
- Slightly significant
- Not significant

Investment Exit Timelines and Competitive Landscape Analysis:

25. a. What are the typical exit timelines your firm expects for investments in the gaming sector?

Mark only one oval.

- Short-term exits (1-3 years)
- Medium-term exits (3-5 years)
- Long-term exits (5+ years)

26. b. How do you assess the competitive landscape when considering an investment in a gaming startup?

Mark only one oval.

- Analyze the competitive landscape extensively
- Consider the competitive landscape to a moderate extent
- Limited consideration of the competitive landscape

Gaming Ecosystem Partnerships and Impact of Global Trends:

27. a. How open is your firm to forming strategic partnerships within the gaming ecosystem to enhance investment opportunities?

Mark only one oval.

- Very open to forming strategic partnerships
- Open to forming strategic partnerships
- Neutral stance on forming strategic partnerships
- Limited openness to forming strategic partnerships

28. b. To what extent do global trends in the gaming industry influence your investment strategy in India?

Mark only one oval.

- Strongly influence investment strategy
- Moderately influence investment strategy
- Neutral impact on investment strategy
- Limited influence on investment strategy

Supporting Diversity and Inclusion and Post-Pandemic Considerations:

29. a. Does your firm actively seek out and support gaming startups with diverse and inclusive teams?

Mark only one oval.

- Actively seek out and support diverse and inclusive teams
- Support diverse and inclusive teams to a moderate extent
- Limited support for diverse and inclusive teams
- No specific focus on diverse and inclusive teams

30. b. How has the COVID-19 pandemic influenced your approach to investing in the gaming sector?

Mark only one oval.

- Increased focus on investing in the gaming sector
- Maintained the same level of focus on investing in the gaming sector
- Reduced focus on investing in the gaming sector

Collaboration with Incubators/Accelerators and Alignment with Sustainable Practices:

31. a. Does your firm actively collaborate with incubators or accelerators in the gaming space to identify potential investment opportunities?

Mark only one oval.

- Actively collaboration
- Collaborate
- Limited collaboration
- No specific collaboration

32. b. How important is the alignment of gaming startups with sustainable and environmentally friendly practices in your investment decisions?

Mark only one oval.

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not important

Future Outlook:

33. a. In your opinion, what are the key factors that will shape the future of investments in the gaming industry in India?

Mark only one oval.

- Technological advancements
- Regulatory changes
- Market demand
- Demographic shifts
- Infrastructure development

Concluding Remarks

Thank you for participating in this questionnaire. Your valuable input will help us better understand the investment preferences and strategies of VC firms and investors in the gaming industry. The insights gathered will enable us to tailor our approach and identify potential areas of collaboration. Your feedback is greatly appreciated, and we look forward to leveraging this information to enhance our engagement with the gaming sector.

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