

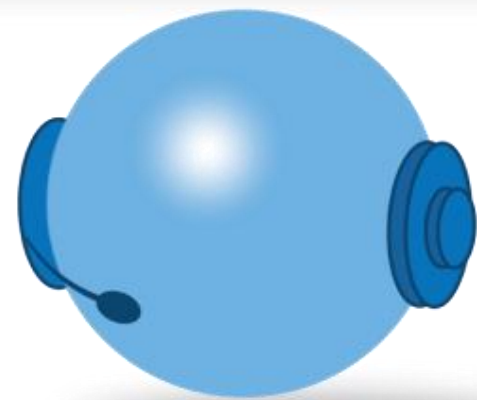
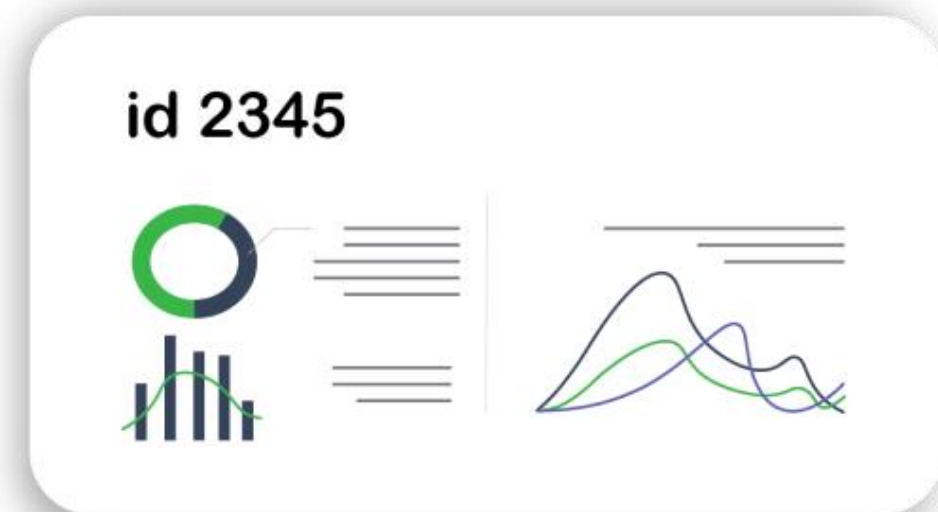
# Getgud.io

One Platform,  
Complete Observability

Company Overview

# Getgud's Mission

Bring trust, transparency, and integrity to online gaming by providing advanced, server-side observability and AI-driven anti-cheat solutions.



From Player Behavior  
to Player Engagement



# Lack of Actionable Observability

Questions studios are struggling to answer

## Matchmaking

How to match players according to their in-game skills and behaviors.

## Toxicity Detection

How to identify cheaters and griefers that are actively causing player churn.

## NPC Behavior

Are NPCs effective, are they providing the right challenge for players, are they buggy.

## Player Patterns

What are the evolving playstyles and behaviors driving churn or monetization opportunities.

## Match History

How to easily view and analyze match replays for audits, QA, or player behavior insights.

## Game Balance

How to easily get game's mechanics statistics, such as weapon specs and character usages for better balancing.



# The Engagement Gap

## Ineffective player engagement strategies

### Missed Opportunities

Current campaigns lack the precision needed to drive in-game purchases effectively.

### Inefficient Campaigns

Marketing teams struggle with limited tools, relying on guesswork rather than data-driven insights.

### Disconnected Engagement

Players receive irrelevant offers or rewards that fail to align with their preferences and behaviors.

### Revenue Loss

Studios fail to maximize player monetization, despite investing heavily in acquisition.

### Wasted Resources

Marketing teams expend time and effort creating campaigns that don't yield the desired ROI.

### Frustrated Players

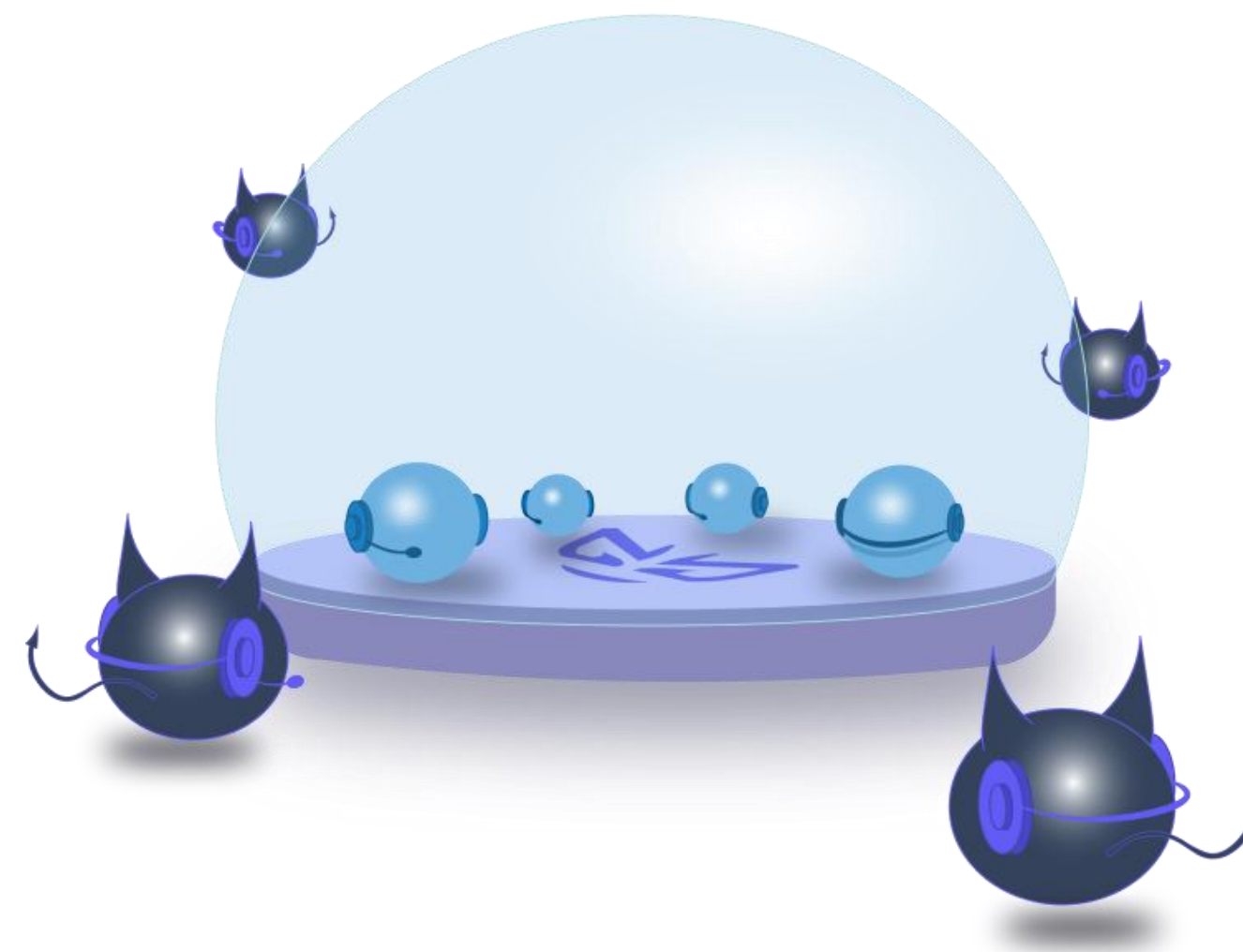
Generic or misaligned offers reduce engagement, leading to churn and dissatisfaction.



# Make Your Game Toxic Free

Getgud autonomously analyzes in-match player behavior and detects toxic ones, including griefers such as campers, spawn killers and boosters to cheaters such as aim-botters, wall-hackers and speed-hackers. You have control over tolerance levels and what actions to take, including automatic bans.

- Aim bot
- Wall hack
- God mode
- Speed hack
- Team kill
- Spawn kill
- Boosting
- Smurfing



# All Your Matches Recorded, Visualized, Analyzed!

Converting unstructured game data into a visualized world that models the game's in-match physics & actions as they happened in real time, allowing both our AI and users to learn every aspect of the game and its players.  
With Getgud.io, you'll never lose in-match data again!

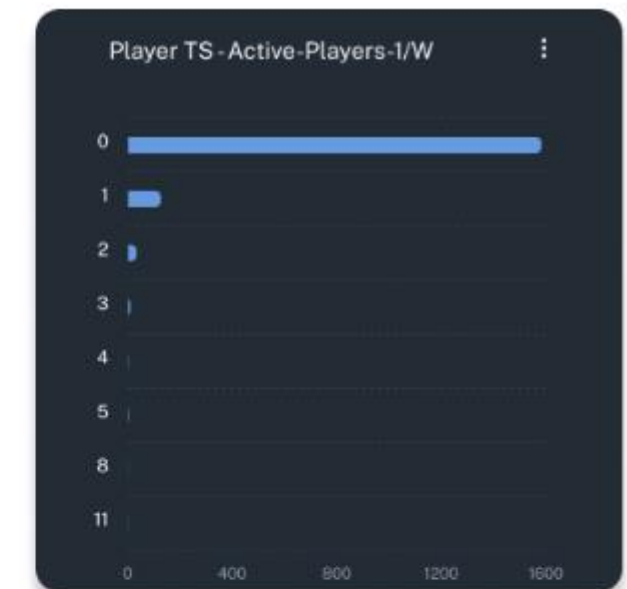
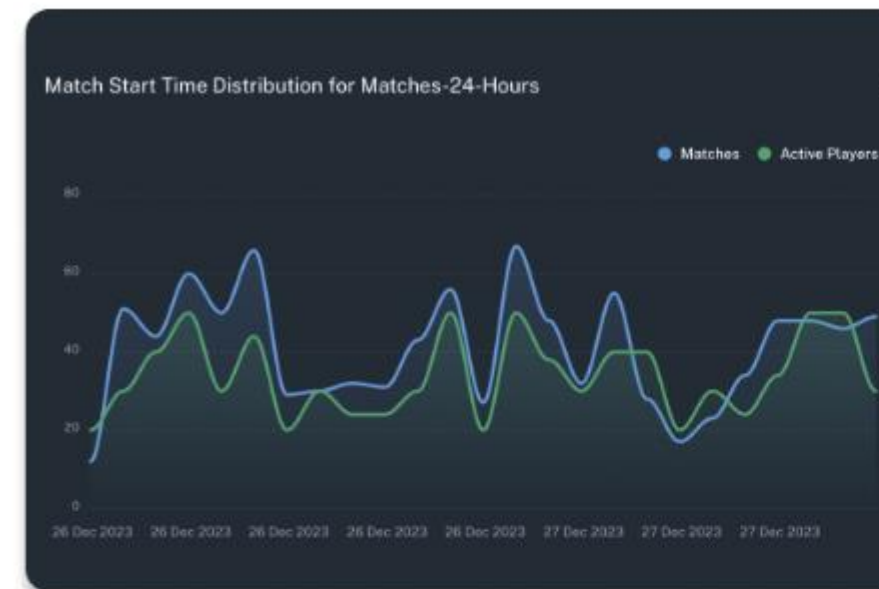


# From Player Behavior to Player Engagement

Getgud transforms raw in-game player data into precision-targeted campaigns that drive in-game purchases and retention. Getgud decodes player behavior, enabling your team to craft highly personalized engagement strategies that resonate with players and boost revenue, while providing deep insights on your game and players.

Getgud is a server-side solution with no client-side presence. It relies on data streams the game server already has, sent via SDK or game file parser. Our approach ensures zero impact on game performance, supports all 2D and 3D action multiplayer games, and works seamlessly across Web, mobile, and console platforms.

[See Live Demo](#)



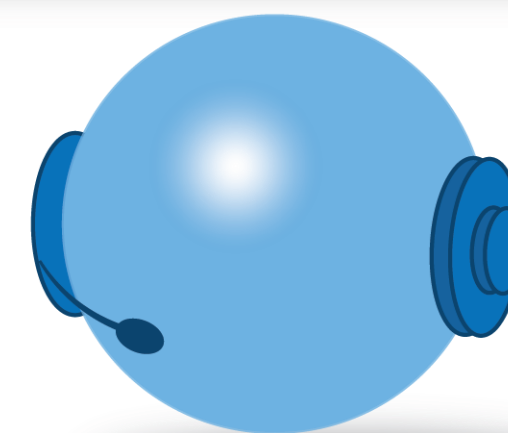
```
00:00.000 76561198111524761 Spawned in team 0 - 100 health
00:00.000 76561198022216688 Spawned in team 1 - 100 health
00:00.000 76561199476231741 Spawned in team 0 - 100 health
00:00.000 76561199501039331 Spawned in team 0 - 100 health
00:00.000 76561198105814503 Spawned in team 0 - 100 health
00:00.000 76561198352458981 Spawned in team 0 - 100 health
00:00.000 76561199136912252 Spawned in team 1 - 100 health
00:00.000 76561199384954811 reported for Aimbot by csstats with suggested TS 100
00:00.515 76561199476231741 initiated an Attack with weapon weapon_knife_gypsy_j
00:01.015 76561199476231741 initiated an Attack with weapon weapon_knife_gypsy_j
00:02.703 76561199476231741 initiated an Attack with weapon weapon_knife_gypsy_j
```



# Engage Smarter, Retain Longer

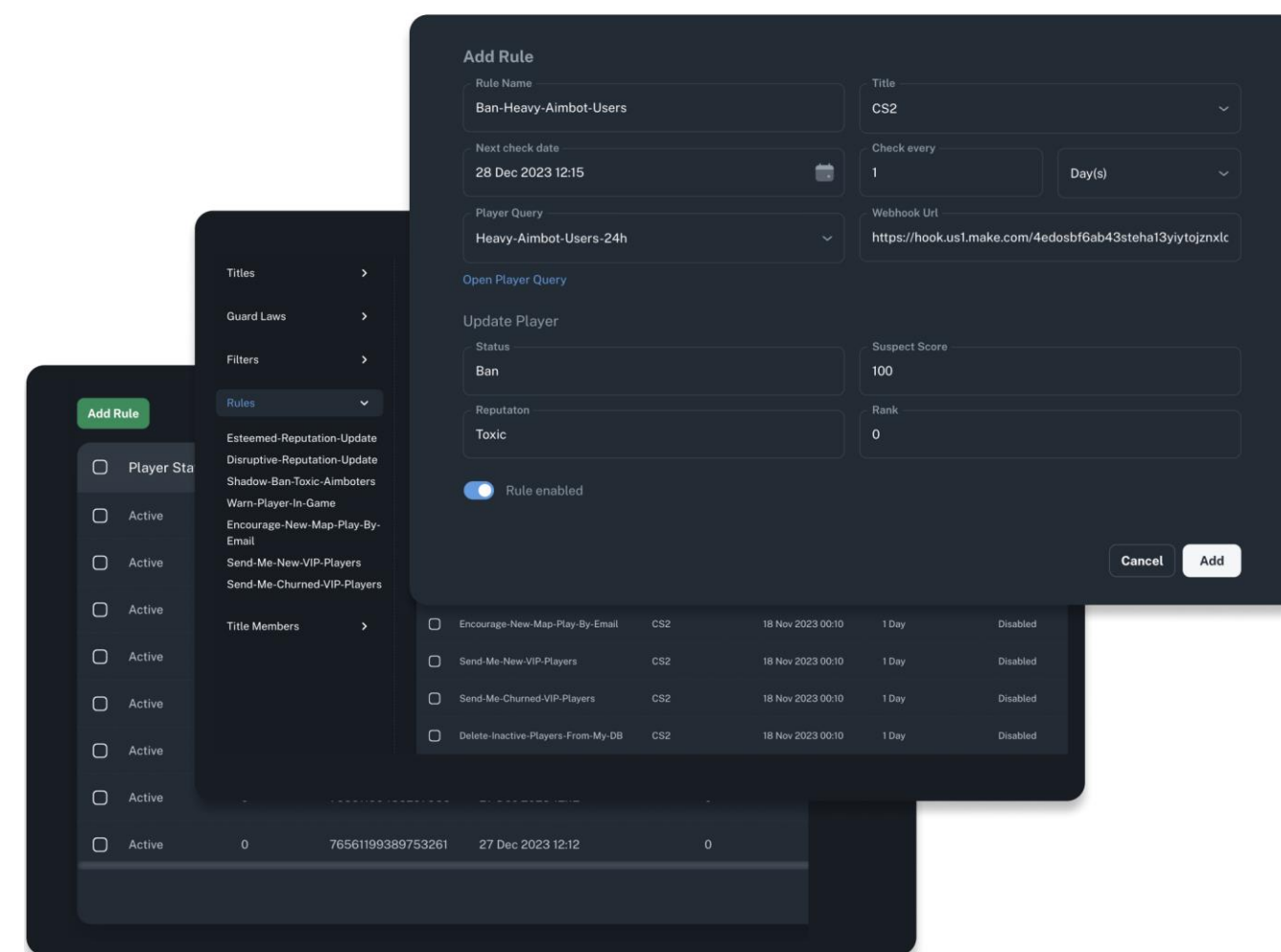
Analyzing in-game player behavior to help you craft personalized campaigns, deliver targeted rewards, re-engage players with precision, segment your audience with unparalleled ease and accuracy, design campaigns tailored to unique playstyles and learned players properties. Use data-driven campaigns to optimize retention strategies and maximize player satisfaction.

id 2345



# Unparalleled Analytics

Get answers to questions such as which weapon/character is favorable, what map/mode is trending, where should loot boxes drop in-map to get the most/least exposure and so on. See retention and toxicity reports, statistics, trends and behaviors, get visibility into your in-match everything; Know if your game is balanced, from character and weapons damage stats to team matchmaking balance. Taking into account things like in-match damage and weapon usage lets us be as granular as you want us to be.



# Business Model

SaaS model, with monthly subscription . Fee is determined by the size of match data streamed to our cloud for analysis and storage and the toxic behaviors the user chose to be protected against.

Our pricing can be found here: [Getgud.io Pricing](#)

Base Package	Pay Per Law	NRT+
<p>Includes all features &amp; base protection</p> <ul style="list-style-type: none"><li>✓ Aim-Bot</li><li>✓ Snip-Bot</li><li>✓ Friendly fire</li><li>✓ AFK</li></ul> <p>32 players in match 7 day retention</p>	<p>Each additional law is priced by its compute cost:</p> <ul style="list-style-type: none"><li>✓ Boosting/Smurfing</li><li>✓ See through walls</li><li>✓ Speed boost</li><li>✓ ....</li></ul>	<p>Receive insights seconds after the toxic behavior occurred.</p> <p>Best Suited for league games, or other competitive matches.</p>
\$0.x per GB	\$0.y per GB	\$0.z per GB



# Competition

## Observability Solutions

- GameAnalytics
- Unity Analytics
- Google Analytics
- Playfab Analytics
- Mixpanel

Non of the observability solutions are able to turn unstructured data into a contextual model of a game  
Allowing analytics on another level.

## Anti-Cheat Solutions

- Easy Anticheat (EAC)
- Battle eye
- Punkbuster
- Fairfight
- FACEIT

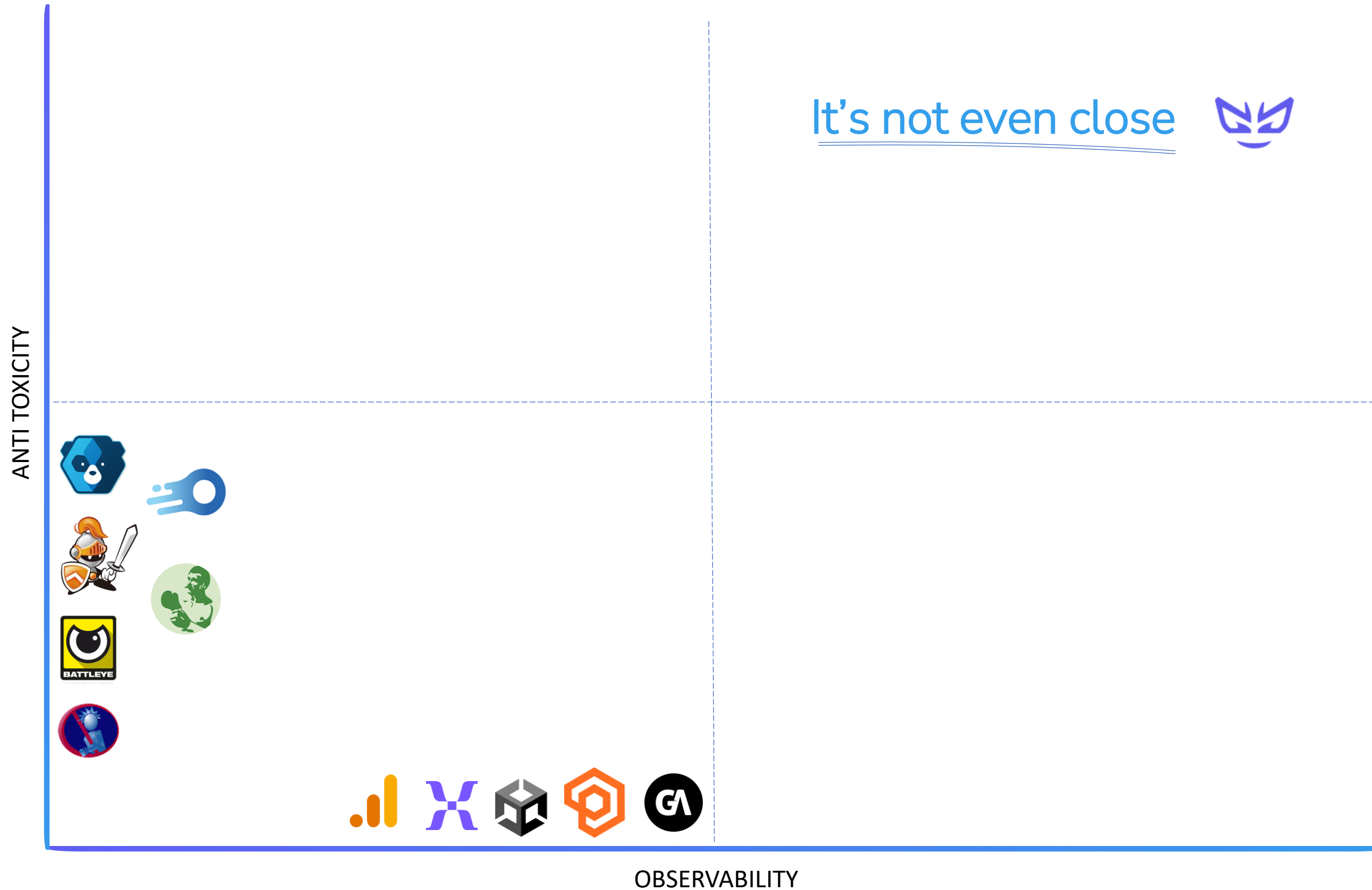
Most are client side solutions, thus hackable by design. All do not have a context of the in-match player behavior, thus not detecting most cheating and non of the griefing – **Fact.**

[Read the comprehensive comparison](#)

Contextual Data  
Drives  
Deeper Insights



# Solution Compression



A Revolution  
In Game  
Security &  
Observability





**Thank You!**

Contact Us: [info@getgud.io](mailto:info@getgud.io)