



Business Head - Inviziads

About Us:

Invizi Ads is brand new and rapidly growing, global in-game ad network for online casual games from the founders of Games2win (G2W). G2W is funded by leading top tier investors such as Clearstone Venture Partners, Silicon Valley Bank and Nexus India Capital. G2W already owns and operates games2win.com – one of the top 100 global online gaming properties as per Comscore May 2008 data.

The founders of G2W Inc are Alok Kejriwal - serial entrepreneur See - ([google link](#));([linkedin link](#)), and Mahesh Khambadkone -an online gaming specialist See - [linkedin link](#)

What are Invizi Ads?

Very simple – they are pre-roll and post-roll ads that are served before flash games are played and after the games end. The ads could also be placed mid level. The word ‘invizi’ is short form for invisible. We got inspired when we discovered that all our flash games were being copied and pasted on other websites and so we placed invisible ad codes in our games that become visible when they moved out of our website. Given the sheer volume of our games, before we could spell Invizi, we had created a global in-game ad network.

Why Now ?

Flash gaming is now one of the most popular entertainment formats with 1 out of every 2.5 web users visiting a games website (As per recent Comscore data) At Invizi Ads, we believe we will be capable of presenting a great opportunity for all four stake owners of the online casual gaming business:

- Game developers can insert Invizi ads in their games and set them to work when their games flow across the world and monetize them in return. (Also, if there are specific license deal, the ad can easily become invisible on select portals controlled by the game developer)
- Game Portal owners can now wrap their licensed games with Invizi ads, so that when they get scraped by outsiders, the Invizi ad can bring in more money for the original publisher or traffic back to the original site
- Advertisers can very effectively start buying ‘in-game’ ad inventory and connect with target audiences using ad units that deliver very superior

click thru rates (our standard is 3% - typical ads on the Internet receive 0.2% click thru's)

- Consumers get served relevant ads basis their demographics and therefore enjoy free games forever

See an Invizi ad in action [here](#)

Current status of Invizi Ads (August 2008)

- Invizi ads reach over 35 million* users in over 30 countries worldwide and are growing at the rate of 20% per month (* the basis of the calculation is the number of impressions delivered divided by the average number of repeat visitors that online games websites that host Invizi wrapped games receive in the general category)
- The leading markets we have traffic from are USA, Canada, Western and Eastern Europe and China.

What's the opportunity?

Position: To be the Head of a brand new Global business. 'Business Head'

Based in – Mumbai - India)

Experience – Someone who has been in the Internet content / Ad Networks/ Large or medium websites/ and or online advertising business for the past 5 years at least. The more the experience and seniority the better!

Role & Responsibility:

The person will play a hands-on role of building the Invizi Ads business. Given that we have just started out the business we now want someone who can step in, take the lead and build the business. The Key Roles would be:

- Quickly landscaping the global online gaming business and understanding key players and movers and shakers
- Working with the founders to draw up the go to market business plan and mission of the venture.
- Staffing up the business in India and abroad - this would include hiring a product head, technology head, CRM and support teams etc. (The founders will support the candidate in these function)
- Piloting advertising and branding deals in the US/Europe with advertisers and digital agencies and building on those relationships (we have advertising relationships in place and will also appoint a VP Biz Dev of Inviziads for North America)
- Driving the communication of the business – from the website to statements made to trade and industry

- Keeping measure of the daily metrics of the business and representing the same to stake owners

Compensation – We would reward top talent with very competitive salaries as well as stock options in the business.

Growth Prospects - This is an ideal opportunity for someone who wants to be a part of the fast growing online casual gaming industry and play a hands-on role in scaling up a start up venture to a large business. The freedom to experiment, innovate and pioneer business ideas in the new exploding in-game advertising will be enormous. The candidate can look forward to setting self defined goals and milestones and actually operating the business like his/her start-up. The candidate can scale up to becoming Director/CEO of the business basis performance.

Contact – Alok@inviziads.com (Co-Founder)