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**With \$29M In Funding, Smith & Tinker Ready To Push Gaming Boundaries**

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A team of industry heavyweights is getting behind some microscopic monsters with a \$29 million investment for Smith & Tinker Inc., an ambitious company looking to integrate multi-player PC gaming with offline, handheld play on a proprietary device.

The Bellevue, Wash.-based company plans to use the money to support the recent launch of its flagship product, Nanovor, an online world where nanoscopic monsters live and battle on silicon chips deep inside computers. Players can also play the game on a portable device called the Nanoscope, scheduled to launch in October.

The recent Series B round was led by DCM, with participation from previous investors Alsop Louie Partners, Foundry Group, Leo Capital Holdings and Vulcan Capital. The company declined to break out how much was invested in each round. Foundry Group led the prior round, while Alsop Louie provided a seed investment.

Smith & Tinker's management team and investor syndicate is stacked with all-stars in toys, gaming and entertainment.

Alsop Louie founding partner Gilman Louie is the former chairman of video game pioneer Spectrum Holobyte and a previous board member of Wizards of the Coast. He worked with co-founder and Chief Executive Jordan Weisman from the beginning to build the concept behind Smith & Tinker from the ground up. Weisman was previously the creative director for Microsoft Corp.'s entire entertainment business unit, which included all PC and Xbox titles.

Additional software strength on the team is delivered by Smith & Tinker board advisor Steve Arnold, the former vice president and general manager of LucasArts who was largely responsible for bringing Star Wars into the video game category. Further experience in kid's toys and gaming platforms comes from Smith & Tinker investor Randy Rissman, founder of Leo Capital Holdings, who was previously the founder of Tiger Electronics, creator of the 40 million-unit selling toy phenomenon Furby and a range of kids' handheld games. Jim Whims, another member of the board, was a co-founder of Worlds of Wonder, which brought to market the first animatronic plush, Teddy Ruxpin. Later, Whims led Sony's launch of the PlayStation in the U.S.

Smith & Tinker is building Nanovor into a full-scope entertainment franchise, including weekly animated Webisodes, comics, a graphic novel, field guide and a retail presence at Amazon, Best Buy, Target and Toys 'R Us, among others.

The idea behind Smith & Tinker is to create hybrid games that bridge the gap between online digital entertainment and classic offline tabletop play.

The inspiration for Nanovor is battle card games such as Magic: The Gathering and Pokemon. The Smith & Tinker "starter deck" is a free-to-play online game. Eventually, the company hopes to convert those free players into its microtransaction economy, selling "Nanocash" for ways to enhance the game.

The company will sell the Nanoscope for \$49.99.

"A lot of people talk about new forms of online games, new portals, new toys," DCM Partner Gen Isayama said. Smith and Tinker "is building a platform. Once we launch Nanovor, we'll launch games in different demographics. This is not a one-hit. This is not like investing in movies. It's an interesting asset others can leverage." The company declined to provide a valuation.

Industry heavyweights and an executive team with a deep background in toys, gaming and entertainment combine to create hybrid games that bridge the gap between online digital entertainment and classic offline tabletop play. The company plans to build its flagship online world into a full-scope franchise.