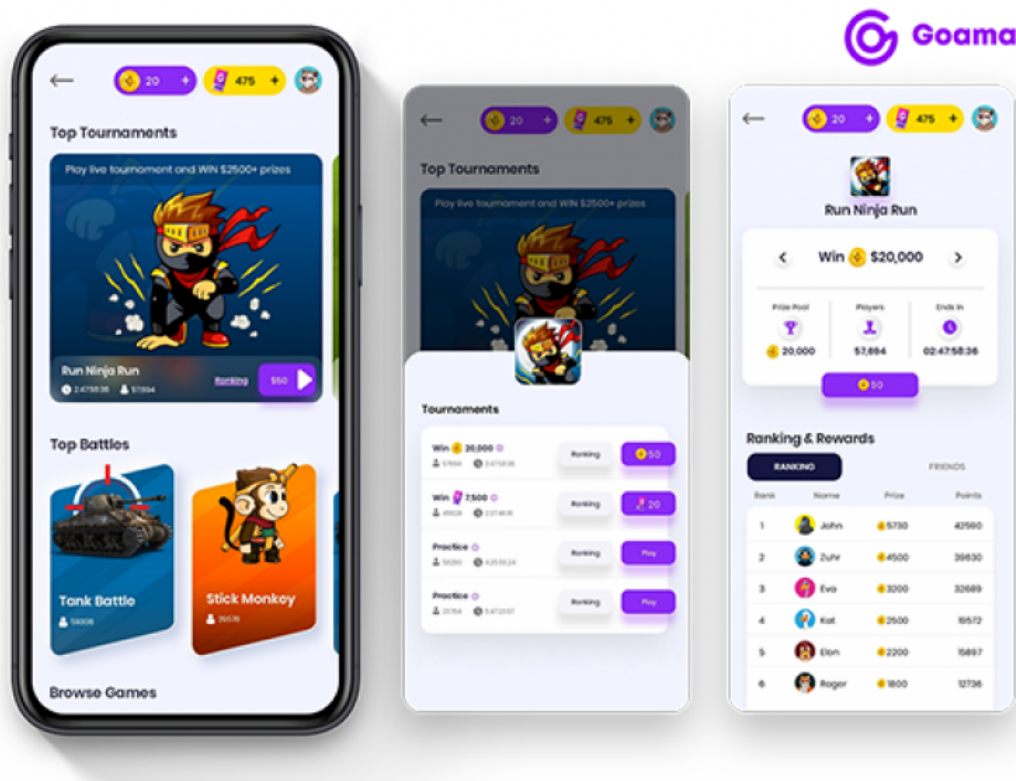


## Venture Studio, Ludus backs Singapore based gaming start-up Goama



**Singapore, Singapore, May 28, 2021 ([IssueWire.com](https://www.issuewire.com))** - Goama, a Singapore-based gaming platform, has announced that they have completed their latest investment round with the participation of Ludus, a leading venture studio located in Turkey. Goama will be using their new funding to pursue new partnership opportunities in various markets and expanding their team to support the scale of users from their newest partners.

Goama is a gaming platform that is built for businesses, combining the best of esports and the best of casual games to create a competitive casual gaming environment, where players compete on casual games, ranked on live leaderboards, to win real-world prizes.

The team behind this start-up is aiming to solve the major challenges that advertisers and mobile app developers face every day by transforming any app into a gaming powerhouse - driving engagement, monetization, and acquisition. The result is a compelling user experience to keep users engaged and in turn, increase transactions on other verticals within the app's ecosystem as well as a social community built on the foundation of competitive gaming.

Wayne Kennedy, Goama's Co-Founder and Chief Product Officer said *"The platform was built from the ground up to support apps, and we can gamify an app within 2-4 weeks. With engagement and gamification at the core of our product design, we have been able to deliver a compelling proposition and effective solution to common problems faced by apps."*

Ludus Venture Studio, which is a Turkey-based venture studio founded by gaming and ad-tech industry veterans, participated in the last investment round. With this new strategic alliance, Goama believes they can capitalize on their industry knowledge, and as their next phase, they can realize the large monetization potential and opportunities of an already engaged user base with Ludus Venture Studio.

Taro Araya, Goama's Co-Founder and Chief Executive Officer stated that *"Our long-term goal on achieving sustainable growth is built on the foundation of healthy company culture and a team that executes with excellence, supported by extraordinary shareholders. With Ludus Venture Studio's support, we've geared up our teams to deliver on our Sustainable Growth Strategy in 2021-2022, which will increase sales exponentially; doubling our addressable user base, which now stands at over 100 million monthly active users and doubling our resources to mobilize our initiatives ahead of schedule."*

Volkan Biçer, Partner at Ludus Venture Studio, commented that *"As Ludus, we are excited to be a part of Goama. There is a huge potential in the Super App market, as super apps act as the connector between businesses and users and have an immense effect on the increased number of loyal consumers. We believe Goama will become a key player in this market and will bring a new solution to the major challenges that are on advertisers' plate for a long time."*

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