

Game Developers Conference®

February 28 - March 4, 2011
Moscone Center, San Francisco
www.GDConf.com

Sarah Thomson, VP of Biz Dev
IUGO Mobile Entertainment
**HOW TO: Rise Above the Noise and Become a
Successful Indie Developer**



IUGO Mobile Entertainment



Vancouver, BC
Founded 2003
Privately-held

Multi-platform
Smartphone focused





Why Indie?

Control
Different
Take more risk
Innovation
Pride
Cooler



Courtesy of Dave, Hemisphere Games, Osmos

Why NOT Indie?

Cashflow
Brand Power
Restrictions
Stability

Passion



We're gamers too
Make cool shit
Compelling
Authentic
Extension
Entertain



Success



Define
Money?
Great games?
Service?
Align with philosophy
Revisit



“Delivering our passion through premium mobile experiences via proprietary tech.”

The State of Mobile

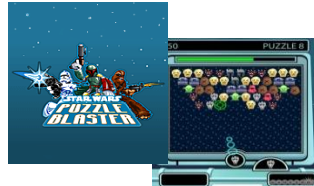


2011- Year of the Mobile
Smartphones
Digital downloads
Advertising
Social gaming
Investment
Mary Meeker- Slideshare
“Top Mobile Internet Trends”

- Acquisition



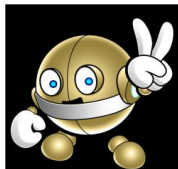
Work For Hire



IUGO Original IP



Toy Bot 1



Toy Bot 2



Toy Bot 3



Zombie Attack!



A.D.D.



Freeballin'



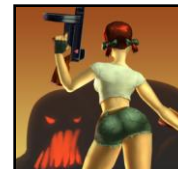
Star Hogs



Spy Bot



Toy Bot MM



DMAB



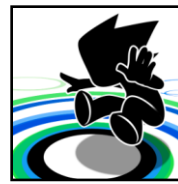
Zombie Attack!



Cliffed



Implode!



Escape



Pricklees

IUGO Hits



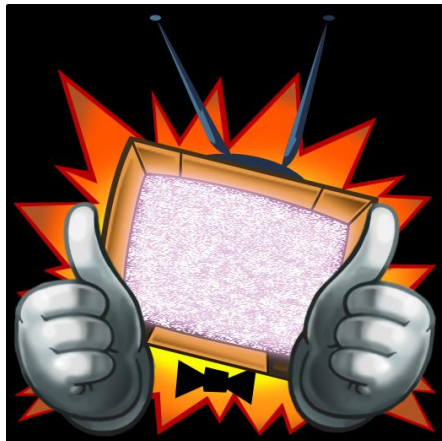
Toy Bot Diaries
Early to market
Over 1.2 million d/l

Zombie Attack! Series
3D Tower defense with a twist
1.3 million d/l



Implode! XL
Best Seller
Over 700 K d/l

Not So Much of a Hit



#1 issue: Exposure
App approval issues/delays
Missed the mark
Rework?

Lil' Pirates



FREEmium social game on iOS

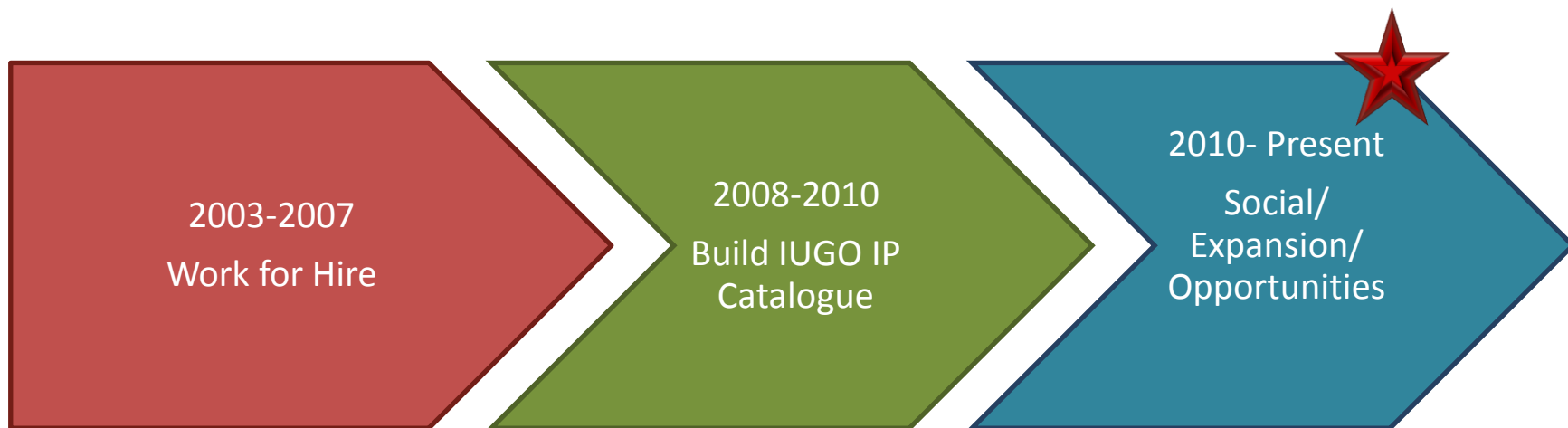
Original IP created and developed by IUGO

Published by Capcom, November 2010

Best move of 2010



IUGO Timeline



Game Changers



Move to iPhone

Dropping J2ME, BREW, Symbian

Recession

Apple

IUGO Original IP

Build proprietary technologies

Social games



Why Social?



The time is right
Critical Mass
Mass Market
Inherent to mobile
Rich in opportunity
Potential to innovate
IUGO is perfectly positioned



The Secret to Apple



Make awesome games

Do your homework

Ask around

Nag

Do what they say

Ask questions

Listen

Nag

Updates

Champion

SAY THANK YOU



But How Did We Do It?



4 Pillars

Stuck to our guns

Cockroach approach

No Pigeonholing

Why- Simon Sinek, TED

Took Risks

Grew Organically

Passion



Sneak Peek- Sunshine Cruise Lines





Thanks for listening!
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